METAVERSE

EXPLAINED FOR BEGINNERS

A Complete Guide to Investing in Cryptocurrency, NFT, Blockchain, Digital Assets, Web 3 & Future Technologies.

WILSON J. DAVIS

VISIT…

Metaverse Explained
for **Beginners**

A complete guide to Investing in cryptocurrency, NFT, Blockchain, Digital Assets, web 3 & Future Technologies.

Wilson J. Davis

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Introduction

Metaverse, Metonymy, Metapolitics, Metacommunity, and other offshoot branches of this concept are not new. However, it has become trendy, especially in the crypto community. Every single project slaps this particular label on itself to seem a lot more stylish. What exactly is this? This book will nail it down in detail and explore the potential behind Metaverse because it's a significant paradigm shift, and we are right at the forefront. It's becoming so big, and I believe in the next 10 years, it will be a part of your everyday life. Now let's break it down into words and explore it in detail so that after reading this book, without the shadow of a doubt, you will know what the Metaverse is.

Imagine running a business and not having a website. You are most likely to become irrelevant. Not having a presence in the Metaverse in years to come will render you just as irrelevant as not having a website today and at least give your competitors an edge over you. We are experiencing blurring lines between the real and virtual worlds and a synthesis of their economies. What happens in one will affect the other, billionaires will be made, and corporations will be bankrupted. It is the evolution of the internet, a new digital big bank, and the creation of a new digital universe.

Imagine doing your business meetings and interviews in a virtual office, not by a zoom or webcam. Imagine trying clothes on from the comfort of your own home while shopping—the next big thing to work in teleportation devices and the Metanomics.

Imagine hopping into work meetings from the comfort of your own home with an experience that's even better than real life, and that's because the Metaverse can offer an interface as seamless and straightforward as reality but enhanced.

Education could be fascinating as well. Imagine putting on those smart glasses, and you could be within a human body touching a human heart and seeing how organs interact. You could be in outer space swiping atoms and expanding the universe. It's going to be amazing.

This book has the most basic information you need to know about the Metaverse, including its relation to your health.

Chapter one

The Metaverse

It's the convergence of the physical Augmented and Virtual realities in a shared online space. It is a mirror world, a virtual reality space in which users can interact with a computer-generated environment with other users. It's the future version of the internet and exists independently of whether you are logged in or not.

It's a persistent place where you can access change, live and return. It will be accessible across all our different computing platforms, VR, AR, PC, mobile devices, and game consoles. Its ecosystem considers user-centric elements, including an avatar, content creation, virtual economy, social acceptability, security and privacy, Trust, and accountability.

The Metaverse could be defined as a multi-user real-time virtual space where individuals worldwide can connect via a network, co-exist, socialize and exchange value. What sets apart the Metaverse from a traditional multiplayer experience is the ability for players to create and share content to shape the world around them in more or less persistent settings. World of Warcraft has functioned with virtual and digital Metaverse in a digital and virtual economy for decades.

Now, why do you need the Metaverse? Marketing and communication professionals need to pay attention to the Metaverse because it's the next frontier for online interaction, just like social media revolutionizes the online marketing landscape. It unlocks possibilities for business ideas limited in our current reality. Activities like Video conferencing, Cryptocurrencies, Email, Virtual reality, Social media, Live streaming, Artificial intelligence,

Blockchain, Computer vision, etc., are all part of the Metaverse. People can interact, play, do business and communicate with others, and so much more.

Metaverse will bring enormous opportunities to individual creators and artists. It provides help to individuals who want to work and own homes far away from today's urban centers and people who live in places where opportunities for education or recreation are more limited. People will be able to enter the Metaverse entirely virtual via virtual reality or interact with parts of their physical space with the help of augmented and mixed reality.

Imagine doing your business meetings and interviews in a virtual office, not by a zoom or webcam. Imagine trying clothes on from the comfort of your own home while shopping—the next big thing to work in teleportation devices and the Metanomics.

Metanomics

The above ideas are great, but what can you do as a project owner, a business owner, or an individual. Metanomics is the study of economic regulation and business models of the Metaverse. It is also the study of how real-world businesses can use virtual worlds as part of their strategy. If we dive even deeper, Metanomics includes using virtual worlds as laboratories to study real-world businesses or policy issues.

You could be in a metaverse right now and not even knowing. Users typically buy digital goods for the same reasons they purchase physical goods. There is status recognition and affiliation to specific subgroups or communities, price speculation, and possible gains.

Virtual fashion, avatar skins, virtual real estate, houses, and cars will be worth in the Metaverse. The Netvrk, one of the top crypto metaverse projects,

has held the sale for vehicles recently and sold out like hotcakes. With NFT showing no intention of slowing down in popularity if you can create quality content and market it, there are no limits to what you can achieve in the Metaverse.

Virtual careers will be thought of in the Metonymy. Some examples may include metaverse advisors, virtual real estate developers, vehicle and property leases, avatar designers, and a thousand other titles. Companies will need to transition their marketing strategies from online advice to existing in a shared virtual economy. Projects such as envoy come to mind. With their decentral board, think of an advertising board like the one in New York's times square.

Some may say Metanomics is an asymmetric hedge against real-world events, and Metonymy may become the purest form of capitalism driven entirely by free-market forces by the Meta- community. Also, the cross-border simplicity of owning assets might be very alluring to those who wish to park the capital.

Let's dive a bit deeper. People will go to brands in the Metaverse because they feel a connection, not necessarily because they need a product or service. You need to enable your customers to lean into the experience while selling a product or service organically.

Check these prime examples, fortnight with Travis Scott, and the artist made 20 million in merchandise sales. That's compared to the 1.7 million records he had in a single night for his in-person Astroworld tour and just under 40% of what he reported from the 53.5 million tours. Artists with smaller fans still have the opportunity to set up events in virtual worlds to drive digital album sales and increase streaming and commemorative digital goods.

Yes, the decade's old concert t-shirt idea can now be an NFT or a game skin.

Whereas before, you used to play games for joy and as a hobby, but now is when you can invest and start making your money.

I will be bold enough to say that the newer tech-savvy generation will shift away from the traditional obsolete education system, traditional student jobs and instead add a good living from the Metaverse and enjoy it.

On the world economic forum, one gentleman has said that most jobs can now be robotized and that we will see an emergence of a useless class of people. While one area of the economy shuts down for the average job, a more exciting one with more opportunities and possibilities opens up AI and web free.

There are currently AI social media influences. Now the Metaverse will be enabled, populated, and supported with artificial intelligence. Tools such as AI that learns and understands the audience could be the key to growing the Metaverse as the game industry's next frontier.

An additional way AI will be significant in the Metaverse is that AI systems will get to know you over time and shape your metaverse experience accordingly. The founder of the virtual influencer agency relies on social listening and AI to create a tight fit between characters, speaking styles, and the audience they aimed. These predictions can also tailor and adapt the player's experience with the most engaging content and interactions at the individual level.

You could imagine having an AI system that puts together or even generates content and experiences tailored just for you, from developing digital environments, shaping more realistic AI character's behaviors to automated bug finding. The potential applications for artificial intelligence will be near limitless. Regarding the Metaverse and whatever final form it takes, I believe Artificial intelligence will be vital in realizing projects of this scale.

Web 3.0 offers even more functionality and interoperability than any of the pre-existing services. The possibilities for remote work, teleconferencing, telemedicine, remote socializing, and so much more become profoundly enhanced. It is reasonable that the Metaverse will become a significant part of the regular individual's life in the coming decade and beyond.

There are so many branches to this, for example, metapolitics. That opens up a new dimension for social paradigms. You might see social movements and trends bleed into the real world and vice versa.

One day we will need one global blockchain just like we have one internet protocol upon which all the websites run and everything runs. Interoperability and all those different old coins seem more like friction and a barrier to a smooth experience.

Now there is something called Meta net. It has been in production for years, and that's been built on top of the original bitcoin protocol. It is currently under the ticker BSV, which the crypto community has been socially engineered to hate.

I believe we will need one global blockchain. Right now, the only blockchain that can handle this commercial level of pressure or usability is BSV. As Satoshi Nakamoto said, the existing visa credit card network processes about 15 million Internet purchases worldwide. Bitcoin already scales much more significantly than existing hardware for a fraction of the cost. It never really hits a scale ceiling. By Moore's law, we can expect hardware speed to be 10 times faster in 5 years and 100 times faster in 10 years to come.

Even if Bitcoin grows at crazy adoption rates, I think computer speeds will stay be ahead of the number of transactions. Satoshi Nakamoto, in a private email to Mike Han on this information written about ten years ago, and for some reason, until this day, people are still trying to create a faster

blockchain, and the best blockchain that has been created has been bitcoin.

Conclusion

A new iteration of the internet is being worked on, which will have massive implications for society. Marketing, communications, and branding professionals will face new challenges but also new opportunities. This new era of Metaverse will unleash unique creativity and open new frontiers and horizons for brands and businesses.

For individuals with entrepreneurial mindsets, this will create opportunities globally. The limits previously imposed by background jurisdiction or education level will be blurred like never before. Embrace and adapt to the new shift that is taking place. Internet and crypto were paradigm shifts; the Metaverse is a synthesis of those and so much more. The question is, how are you getting ready?

Chapter Two

Ever since Facebook rebranded itself to meta platforms, the Metaverse has become the hottest topic in tech. Metaverse cryptocurrencies have been exploding lately, and this isn't just some temporary thing. We've been on the metaverse journey for years, just that Facebook's highly publicized pivot has shown the spotlight in this trend.

The Metaverse isn't just some augmented, mixed reality marketplace for virtual goods and nfts. That's a tiny part of the big picture. It is the next evolution of the internet and will transform our lifestyles, including how we communicate. This section will briefly look at where the trend is going and, importantly, how to get into this disruptive eight trillion-dollar market both as a cryptocurrency investor and a stock market investor.

It includes investing in metaverse-specific tokens that are closely tied to creating and monetizing digital property. Also, don't forget the infrastructure of cryptocurrencies and blockchains that host these metaverse ecosystems. Finally, we've got various players in the stock market who are all moving together in the same direction. So let's get started.

If you still don't know the Metaverse from my descriptions so far, think of it as a virtual world where people like you and I can play, stay, and get connected through everything from concerts and conferences to even holidays around the world.

In 10 to 20 years, imagine customizing a car you're interested in buying using virtual reality and holograms. Imagine using a projector to display your digital art on the wall inside your real apartment. Such art which you own as unique NFTs is easily verifiable on the blockchain and impossible to steal. Ironically your house might burn down or get burgled, but your digital assets

are safe.

Imagine hopping into work meetings from the comfort of your own home with an experience that's even better than real life, and that's because the Metaverse can offer an interface as seamless and straightforward as reality but enhanced. Advancing slides, opening links, and resizing screens can be as simple as swiping, tapping, or pinching. Imagine watching sports from any angle, perhaps even from the perspective of the players themselves. Imagine staying and having feelings together with your loved ones even when you're physically not.

These are what the future pioneers are thinking about and already building towards, and we're partly there. They've already got ultrafast broadband, speeds VR headsets, and persistent always on 24/7 online worlds.

For many younger people, a pivot towards the Metaverse isn't even necessary. They're growing up with the expectation that a large part of their future will exist in the Metaverse. The rest of us will have to get on board whether we like it or not.

Role of Blockchain and Crypto in the Metaverse

What roles do blockchain and cryptocurrencies play in our journey towards the Metaverse? Well, it turns out quite a lot. Some believe that crypto investors of today will be the masters of the Metaverse in the future. Why?

- The path to Metaverse is likely through video games because those platforms are already well developed, making for a more straightforward evolution.
- The decentralization provided by blockchain technology returns power to users and promotes innovation.
- The metaverse revolution is about digital assets, which is what cryptocurrencies and NFTs are about. You're looking at virtual assets that exist on the blockchain controlled through smart contracts.

Who are the metaverse players in the cryptocurrency space?

Starting with the most established players, the largest market caps we've got are Axie, Decentraland, Sandbox, and Enjin, or safe mid-cap cryptos.

Axie Infinity

It is a game where you can buy, train and breed pokemon- like creatures that are themselves nfts. Each is individually registered on the ethereum blockchain. Just like any other nft, you can trade and sell your axie on the marketplace for cryptocurrencies.

Decentraland

This is a virtual world built on ethereum where users can buy and develop plots of virtual land, create artworks, etc. These assets come in the form of unique nfts that can be traded on the marketplace. Have you ever played the sims or second life? Well, you're looking at a blockchain version of these classics.

Sandbox

Now in a similar vein to Decentraland, we've got the Sandbox. It is also a virtual world built on ethereum where players can create and monetize their gaming experiences. Its purpose is to disrupt existing game makers like Minecraft and Roblox. Anyone can create a game or design trendy characters in the Sandbox and monetize these NFTs in the ethereum marketplace.

For both decentral land and the Sandbox, you have complete control over your in-world creations. No centralized platforms to restrict what you can or can't do. That's one of the benefits of blockchain.

Enjin coin

This crypto is the oil that lubricates the Enjin platform, an all-in-one suite of tools that allow users to create NFTs on the ethereum blockchain and integrate them into games and apps. Beyond the well-known staples, you can do your research and discover many up-and-coming projects with good use cases.

We'll list a few of them, so first, we've got Effinity (EFI), a blockchain dedicated to nfts developed by Enjin built on Polkadot. There is more to say about Polkadot, which will be discussed as we proceed.

OVR

You've OVR, a digital layer covering the entire world comprising 1.6 trillion pieces of land. All of them are individual NFTs that you can buy and sell. They're essentially creating the first google earth on the blockchain.

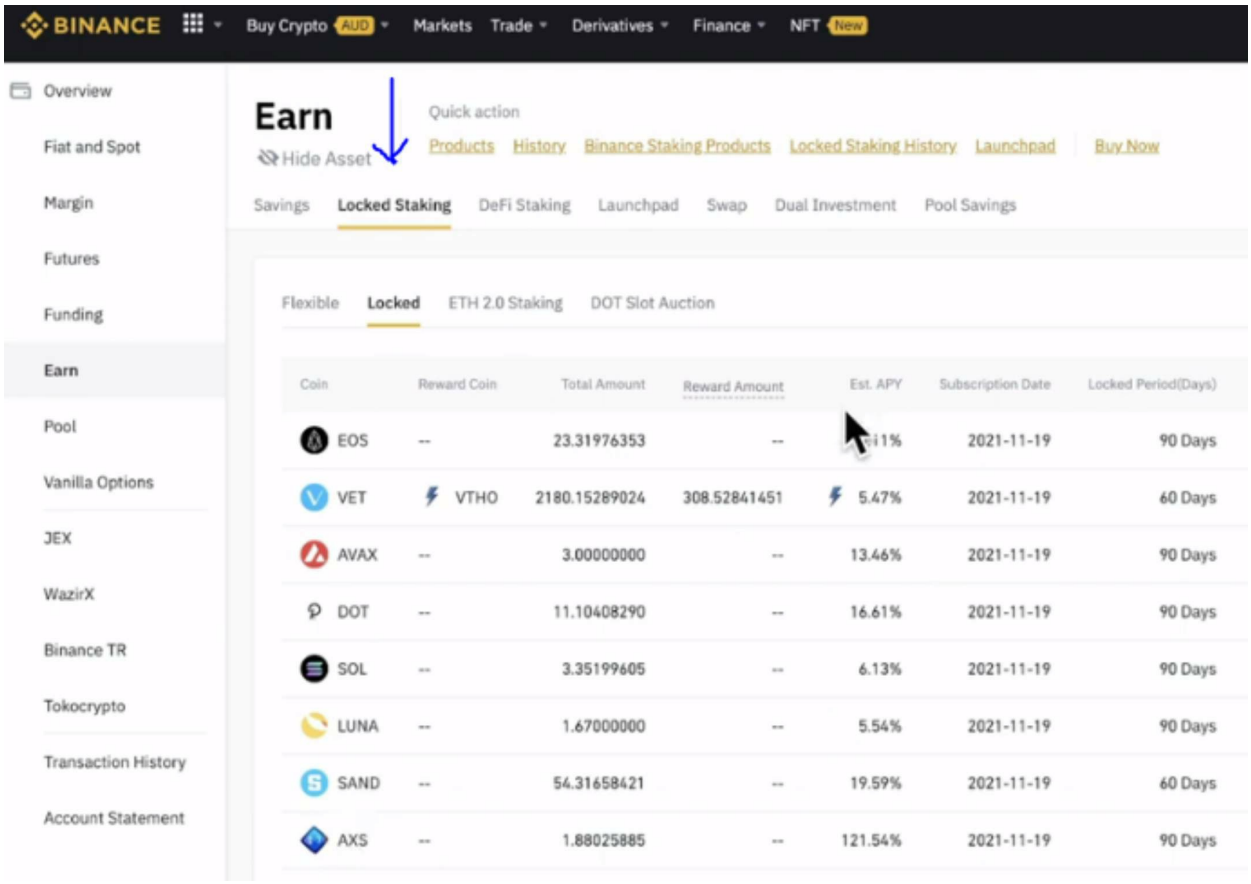
Metahero

You can use their 3d scanner to create your digital avatar. It is another 3d NFTs that can be used across games, VR, social media, and online fashion. So imagine using your 3d avatar to try out clothes that you might be interested in quickly.

Where Can You Buy These Metaverse Cryptocurrencies?

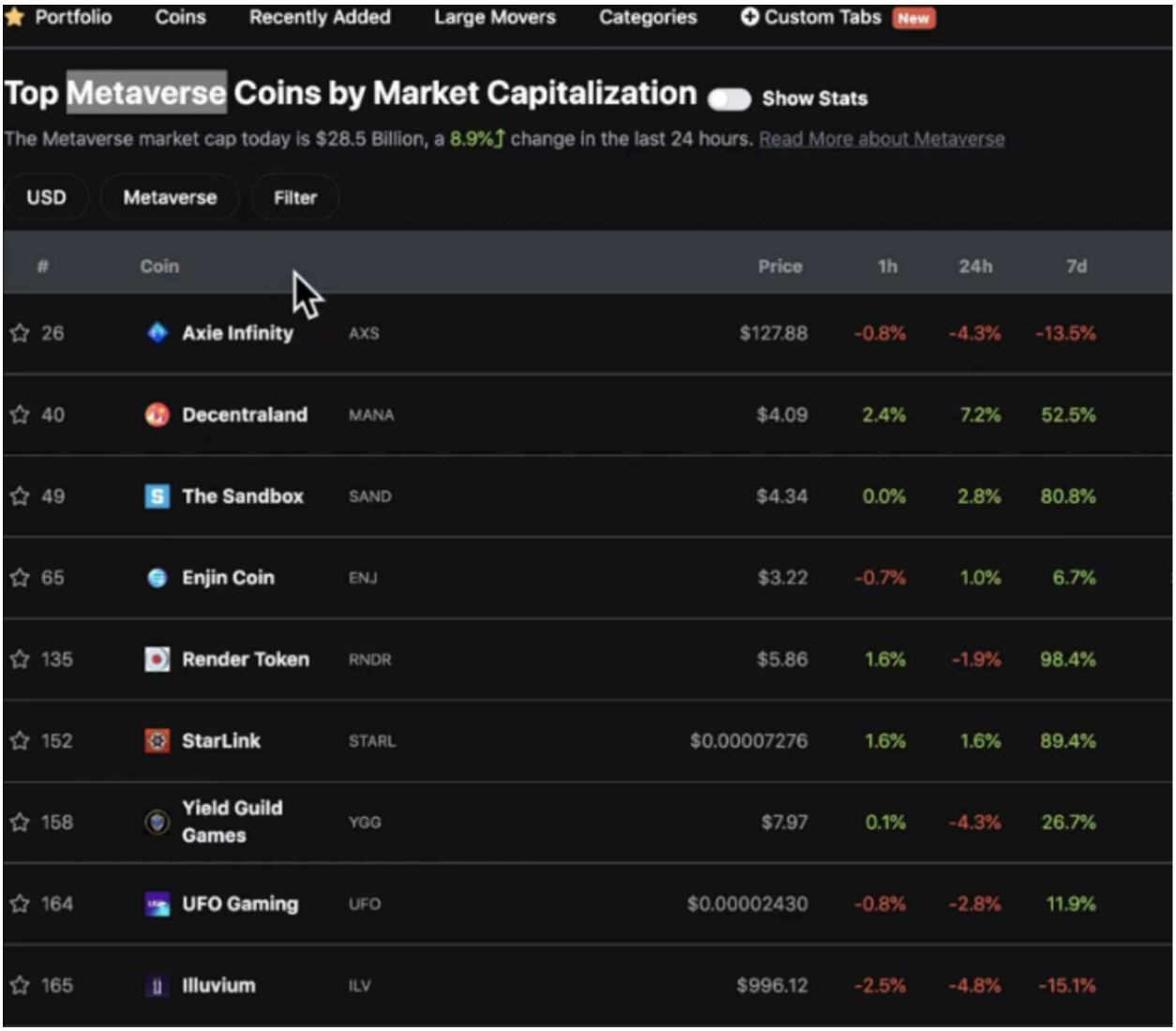
Well, the largest staples can be bought on any centralized exchanges such as Binance and Coinbase. You can also buy them inside defy as well. For example, the ethereum based tokens can all be picked up on an old uni swap but watch out for the gas fees. The binance smart chain tokens can be bought from a good old pancake swap. Now, if you're ever in doubt, just search up the token on coinmarketcap.com or coingecko.com and then go to the market tab. It will tell you all the centralized and decentralized exchanges trading the token.

I've got some of these cryptocurrencies on exchanges for trading and staking in binance. Currently, I'm staking some sandbox, axie infinity, and a bunch of other things in the lock staking pools on binance, and it is effortless to do.

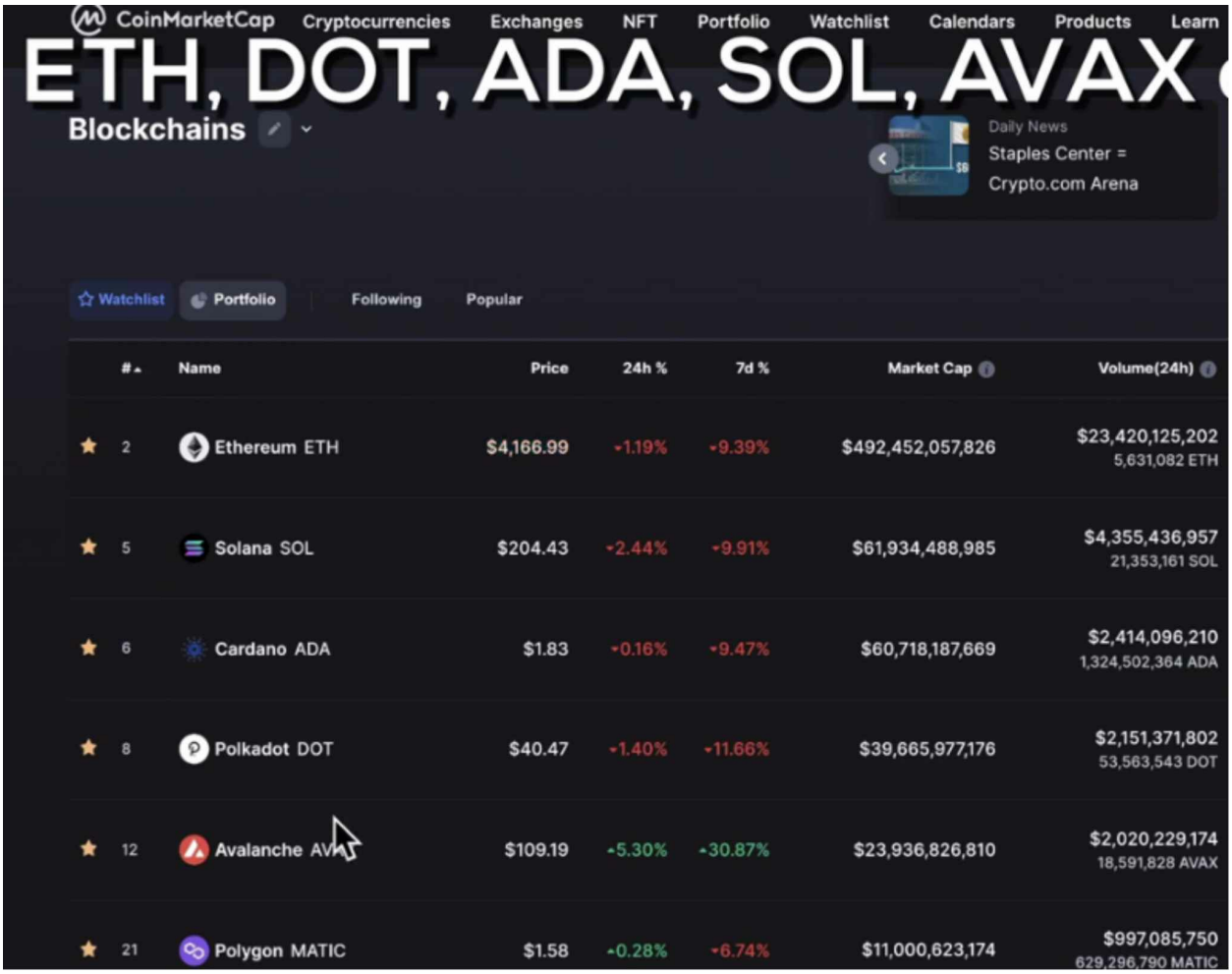


At the same time, I've got some of these cryptos making passive income in the d5 space, particularly in staking and farming. For example, I still have some Enjin coins sitting in the uni swaps liquidity pool and earning trading fees. There are lots of exciting things that you can do.

Below is a bunch of metaverses specific cryptocurrencies. They are axie, mana, sand, Enjin, and so forth. Buying and holding these tokens is a direct way of investing in the metaverse journey.


Portfolio
Coins
Recently Added
Large Movers
Categories
Custom Tabs
New
Top Metaverse Coins by Market Capitalization
Show Stats
The Metaverse market cap today is $28.5 Billion, a 8.9%↑ change in the last 24 hours. Read More about Metaverse
USD
Metaverse
Filter
Coin Price 1h 24h 7d
26 Axie Infinity AXS $127.88 -0.8% -4.3% -13.5%
40 Decentraland MANA $4.09 2.4% 7.2% 52.5%
49 The Sandbox SAND $4.34 0.0% 2.8% 80.8%
65 Enjin Coin ENJ $3.22 -0.7% 1.0% 6.7%
135 Render Token RNDR $5.86 1.6% -1.9% 98.4%
152 StarLink STARL $0.00007276 1.6% 1.6% 89.4%
158 Yield Guild Games YGG $7.97 0.1% -4.3% 26.7%
164 UFO Gaming UFO $0.00002430 -0.8% -2.8% 11.9%
165 Illuvium ILV $996.12 -2.5% -4.8% -15.1%

Another approach altogether is investing in the blockchains that serve as the infrastructure behind these metaverse ecosystems by looking at the likes of ethereum, Solana, Cardano, Polkadot, and especially the Polkadot avalanche polygon and so forth.



These metaverse use cases ramp up. The quality layer one and layer two stand to benefit, so investing in these blockchains might be the safer and wiser idea because you'll also be diversifying beyond just the specific metaverse use cases. These are cryptocurrencies you can dollar-cost its average over the years and hold on for a long run. If you buy specific metaverse tokens, especially the smaller cap ones, you'll need to babysit them closer.

Polkadot is one of the layers to watch out for among these blockchains because it is all about interoperability and connecting the different blockchains, mostly operating as silos. That will be increasingly important as

you can share your digital assets and NFTs across other blockchains going into the future. You don't need your ethereum based NFTs to be stuck on ethereum. Also, you don't need your Solana assets to be stuck on Solana and cardinal assets to be stuck there. You need interoperability which is Polkadots primary mission. So that is something to keep a watch out for.

Blockchains and crypto are one approach to building the Metaverse. Don't forget that all other companies are away from the blockchain and doing their part, including big tech ones. We're talking about a 100 trillion dollar stock market. The obvious choice is the meta platforms. The tech giant was formerly known as Facebook who had already made significant investments in virtual reality before their rebranding, including the 2014 acquisition of a VR company Oculus. Mark Zuckerberg, having worked out on Facebook rebranding, is super bullish for the Metaverse. He believes he could replace the internet as we know.

Microsoft

Microsoft is developing mixed and extended reality applications with its Microsoft mesh platform. It's a big project combining the real world with VR and hologram technology. They will integrate some of this tech into Microsoft teams for those working from home. Soon, you'll bring mixed reality features like holograms and virtual avatars into your conference calls which is pretty interesting.

Don't forget the stocks that relate to infrastructure. You've got hardware companies like Nvidia, which are the biggest maker of graphics and AI chips. You've got Amazon with its cloud computing infrastructure that's often compared to the role ethereum plays in the crypto space. Many businesses are built on Amazon web services, just like tons of Dapps built on the ethereum

blockchain.

All these supporting companies are important because as metaverse adoption ramps up, the need for computing power and data infrastructure can only increase. There are a host of other players creating content for the Metaverse. For instance, you've got epic games, the company behind Fortnite, whose CEO is very bullish on the Metaverse. They've already hosted virtual concerts by Ariana Grande and Travis Scott. They're developing photo-realistic digital humans with their meta-human creator, which could customize your digital doppelganger in future open-world games. The only problem in the epic games at the moment is that they are not a public company, but if they ever go public, there's going to be tons of interest.

Unity Software

You've got unity software which makes the most widely used engine in the entire video game industry. The firm believes they're in a position to help content creation for the Metaverse. Finally, we will mention Roblox, the online game platform that hosts user-generated content and games scores. On the day Roblox went public on the stock market, its CEO tweeted a big thank you to all those who helped bring the company one step closer to fulfilling its vision of the Metaverse. Since then, they've teamed up with Shoe company vans and fashion houses like Gucci, where you can try out clothing and accessories for your virtual avatar.

In summary, if we look at where we are right now, millions of people are spending hours a day in virtual spaces and gaming platforms such as Roblox and Fortnite. Globally 2.7 billion people are classified as gamers, and this translates into a 200 billion dollar annual industry, and that's just gaming alone.

Virtual productivity platforms are growing fast, especially in the wake of covid 19. With Facebook and Microsoft announcing new ways to collaborate online, we've got hybrid offices, video-based education, and online social communities, which are just a few ways in which our lives are spent in digital spaces. We've got NFTs and virtual assets taking off. Even Nike is getting in on the action with virtual sneakers.

Bloomberg believes that the Metaverse will be an 800 billion market by 2024. Forbes believes that we've got an eight trillion dollar total addressable market to become the next social media generation. Facebook's pivot underscores that the Metaverse isn't an extension of the internet but its successor.

Mark Zuckerberg wants to be at the forefront of this movement, but no one company will build the Metaverse even to his knowledge. This journey will be a global technology movement and will take at least another ten years. The Metaverse will be a fully integrated techno society like fire, electricity, the internet, and AI. Assimilation is inevitable, resistance is futile, and those that get in as investors now should be handsomely rewarded.

Chapter Three

The Metaverse is upon us, and it is the next stage of internet evolution. So pretty soon, we may no longer be viewing digital content through uh smartphones or computers, which could be a thing of the past in the future. But we will be fully immersed in a digital virtual environment and interacting with people worldwide through smart glasses. So like it or not, it's coming, it's going to happen, and it's an $850 billion industry in the next seven or ten years. What are the stocks of businesses that we can invest in to profit from the rise of the Metaverse? Let's find out in this section.

What is the Metaverse? I have given several definitions of the Metaverse, but they boil down to the same idea or concept. It is now the new buzzword all around the world. The Metaverse is a fully immersive shared virtual world environment that we access through smart glasses. It is where our interactions will be multi-dimensional. Right now, how do we interact with people? We interact through social media, and it's two-dimensional or, at the most, three-dimensional in certain online games. But through the Metaverse, our interactions will be multi-dimensional 4D where users can immerse themselves into digital content rather than simply viewing it.

For example, think in the future like a zoom meeting where you look at people's faces online, and you're in a virtual environment with an avatar meeting people all around the world in whatever fantastic fantasy location you want to create. For another example, you could be playing chess with someone across the world through an immersive environment. So if you remember that movie-ready player1, it's exactly like that.

When you put in glasses in a virtual world, you can dance with someone halfway around the globe. To a more extreme extent, you could go surfing

from the desert or anything like in Matrix. The Metaverse is going to change the way we work, play, and learn. I don't know about you, but I find it pretty exciting and pretty unique. For example, in the future, how would you work? You will no longer use a laptop or tablet to click on apps, but you put on the glasses, and the apps would be all around you.

Remember the show minority report with Tom cruise where he's swiping things, expanding things, or even how Tony stark does it in iron man, where you've got the hologram moves things around. That's what will happen with the Metaverse. Our apps will be around us, and we will pull files in and out of our virtual space. Think about meetings in the future where we'll meet with people worldwide through avatars in any environment that we want.

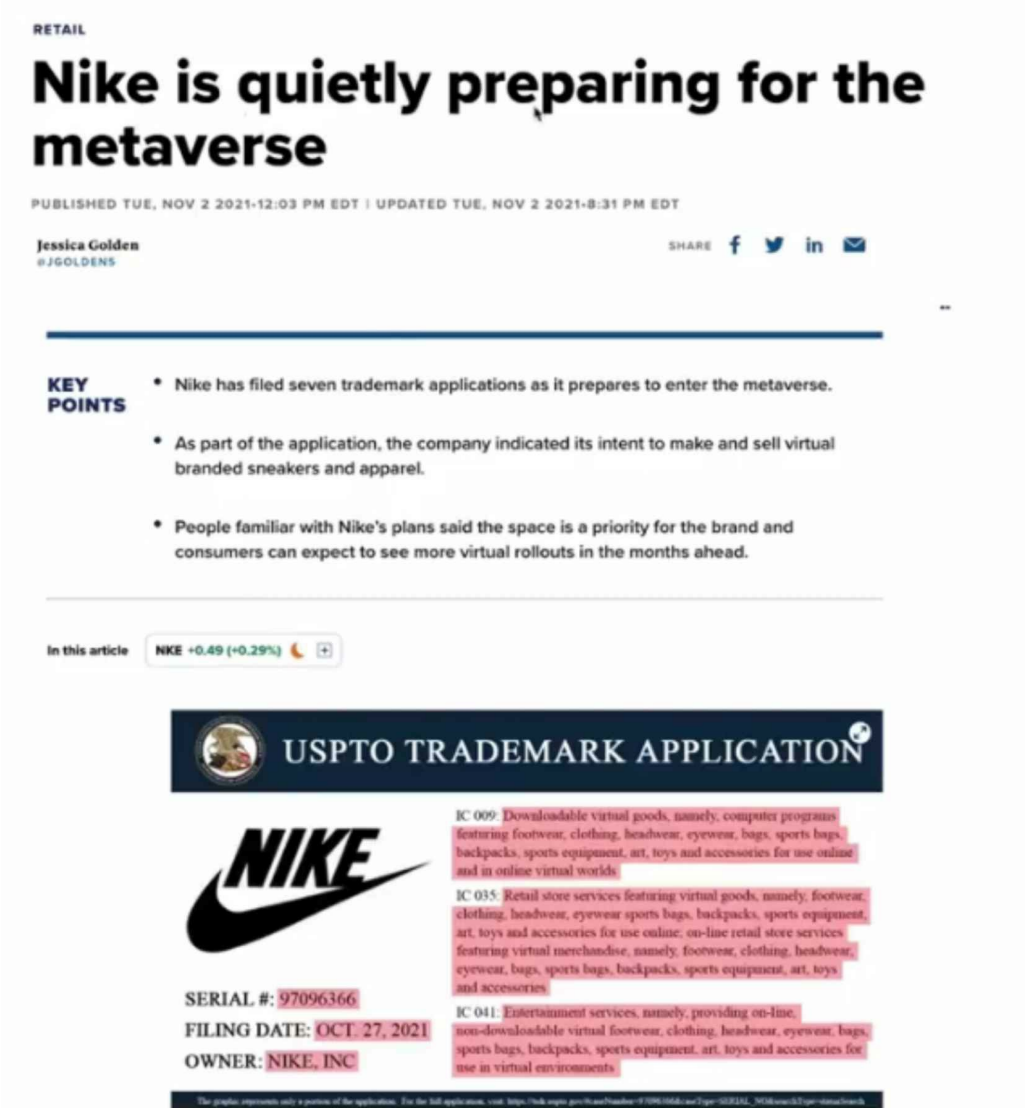
You won't be surprised that all this evolution may kill things like zoom, smartphones, or tablets that could be obsolete in the future. Suppose companies like Apple or Samsung don't pivot to this Metaverse in the future. Their products may be as outdated as video cassettes in the past because technology is changing so fast.

What's also interesting again is how the Metaverse would change the way we play gaming. If you watch the Video by Facebook, where it renamed itself as meta, you can fence with someone from a different country just by putting on the glasses. You see their avatar, they see you, and you start fencing.

Education could be fascinating as well. Imagine putting on those smart glasses, and you could be within a human body touching a human heart and seeing how organs interact. You could be in outer space swiping atoms and expanding the universe. It's going to be amazing.

Again this is an industry projected to be worth close to one trillion dollars by 2028. Interestingly, some of the biggest brands in the world are taking this seriously and are now entering the Metaverse in their unique way. So, for

example, Nike is quietly preparing for the Metaverse. They have filed seven trademark applications to sell virtual branded sneakers and apparel in the Metaverse.



RETAIL

Nike is quietly preparing for the metaverse

PUBLISHED TUE, NOV 2 2021-12:03 PM EDT | UPDATED TUE, NOV 2 2021-8:31 PM EDT

Jessica Golden
@JGOLDENS

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KEY POINTS

- Nike has filed seven trademark applications as it prepares to enter the metaverse.
- As part of the application, the company indicated its intent to make and sell virtual branded sneakers and apparel.
- People familiar with Nike's plans said the space is a priority for the brand and consumers can expect to see more virtual rollouts in the months ahead.

In this article NKE +0.49 (+0.29%)

USPTO TRADEMARK APPLICATION

NIKE

SERIAL #: 97096366
FILING DATE: OCT. 27, 2021
OWNER: NIKE, INC

IC 009. Downloadable virtual goods, namely, computer programs featuring footwear, clothing, headwear, eyewear, bags, sports bags, backpacks, sports equipment, art, toys and accessories for use online and in online virtual worlds

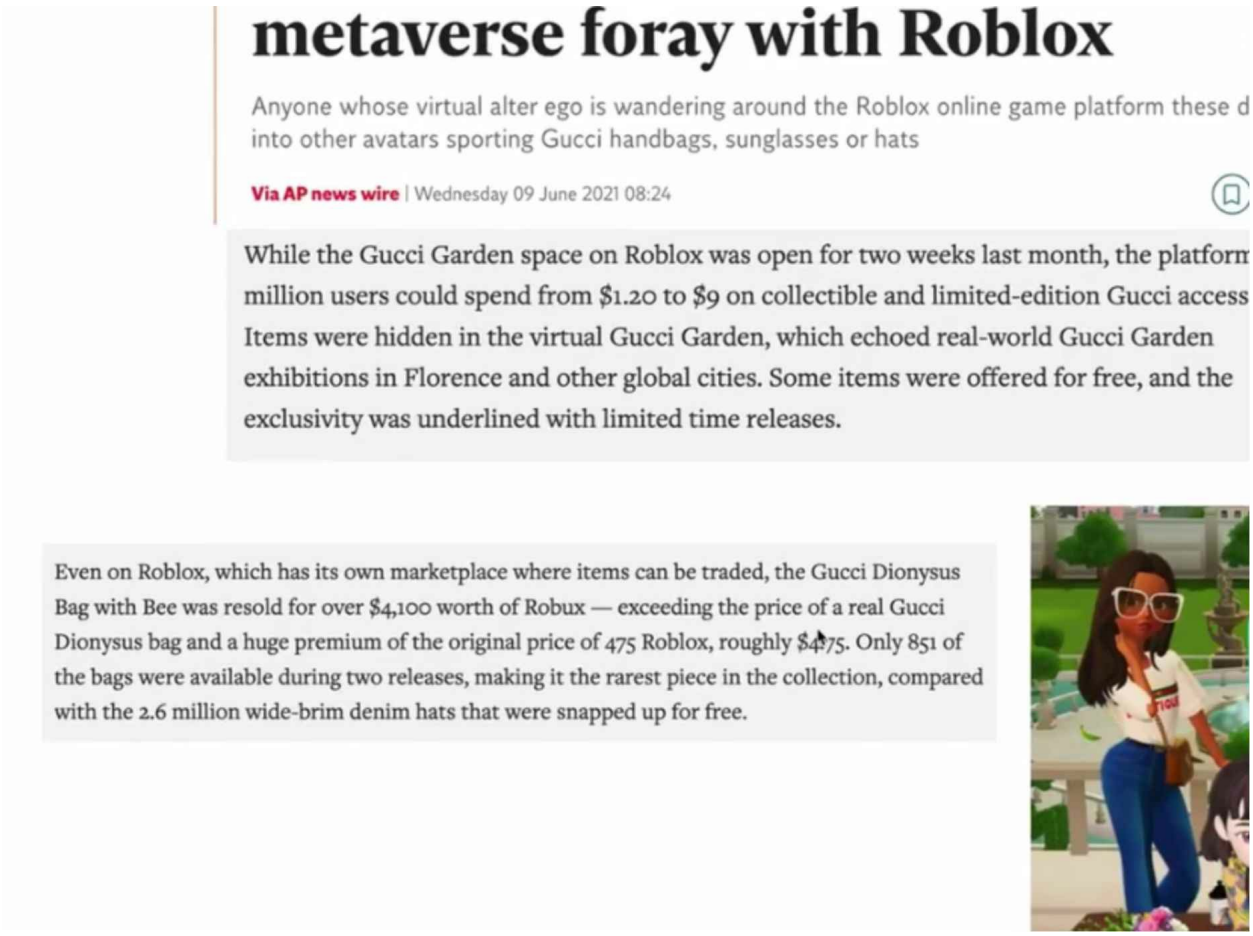
IC 035. Retail store services featuring virtual goods, namely, footwear, clothing, headwear, eyewear sports bags, backpacks, sports equipment, art, toys and accessories for use online; on-line retail store services featuring virtual merchandise, namely, footwear, clothing, headwear, eyewear, bags, sports bags, backpacks, sports equipment, art, toys and accessories

IC 041. Entertainment services, namely, providing on-line, non-downloadable virtual footwear, clothing, headwear, eyewear, bags, sports bags, backpacks, sports equipment, art, toys and accessories for use in virtual environments

Again, we will have an avatar in the future Metaverse and interact with people worldwide. If you want your avatar to look good, you can buy Nike sneakers, clothes, hoodies for your avatar. Nike is going to sell them to you in the virtual world. They are now creating all these virtual Nike accessories and

not just Nike but Gucci.

Gucci has recently created digital accessories, outfits, and bags, selling them to people on Roblox. What's Roblox? Roblox is an online gaming environment that is very metaverse-like. People are already interacting in this online gaming environment, buying Gucci clothes, trading them, and doing virtual shopping. They have this Gucci garden space on Roblox that was open recently. They sold these Gucci accessories, Gucci glasses, Gucci bags, Gucci clothes digitally for between one dollar to nine dollars and some people managed to resell them. They bought it at four dollars and 75 cents, and they then sold this Gucci bag, a virtual digital bag, for $4000 on the Roblox platform.



metaverse foray with Roblox

Anyone whose virtual alter ego is wandering around the Roblox online game platform these d into other avatars sporting Gucci handbags, sunglasses or hats

Via AP news wire | Wednesday 09 June 2021 08:24

While the Gucci Garden space on Roblox was open for two weeks last month, the platform million users could spend from $1.20 to $9 on collectible and limited-edition Gucci access Items were hidden in the virtual Gucci Garden, which echoed real-world Gucci Garden exhibitions in Florence and other global cities. Some items were offered for free, and the exclusivity was underlined with limited time releases.

Even on Roblox, which has its own marketplace where items can be traded, the Gucci Dionysus Bag with Bee was resold for over $4,100 worth of Robux — exceeding the price of a real Gucci Dionysus bag and a huge premium of the original price of 475 Roblox, roughly $4.75. Only 851 of the bags were available during two releases, making it the rarest piece in the collection, compared with the 2.6 million wide-brim denim hats that were snapped up for free.

There will be millions to be made from the Metaverse, just like in the physical environment. The reason brands and companies are taking this seriously now is because they realize it is no longer a trend or fantasy. It's happening. Entering the Metaverse will become a necessity for brands to stay relevant.

What are the stocks to buy

What company's stock will be essential for creating, building, and maintaining the Metaverse, which will also profit from the new evolution of the internet? Hundreds of stocks will benefit from the Metaverse, but I will focus on the main ones and divide them into essential metaverse stocks.

Companies

The first category would be companies involved in the hardware, the operating system, and the metaverse software. These are companies that create smart glasses, bringing them to the next level, and are already in the process of creating the operating system that will drive the Metaverse. We will also include companies involved in building and maintaining the infrastructure of the Metaverse through cloud computing. There are many companies, but the main ones I'm going to focus on are:

Meta

Unless you're living under a rock, you know that Facebook has now rebranded itself as Meta. So their ticker symbol FB will become MVRS by the first of December. Why has Facebook rebranded itself as meta? It's their strategic vision to be the leading player in the Metaverse. They have a pretty good head start over the rest of the competition in terms of hardware and software because of the ownership of the Oculus VR headsets, games, and the virtual reality headset.

They have partnered with Ray-ban to create ray-ban stories, their latest version of the smart glasses. They are the ones leading the pack. Now very close behind and also collaborating with Meta is Microsoft.

Microsoft

The CEO of Microsoft has also said they will create the enterprise part of the Metaverse. That is where they foresee in the future; professionals will meet, collaborate and work together within this virtual environment using avatars.

Microsoft has also invested in their own hololens smart glasses.

Amazon

Amazon has also announced how they will enter the Metaverse, create a virtual economy, and virtual stores that you can visit in the virtual economy. For example, if you want to buy a shirt, you can have Virtual Tryons. To build and maintain the infrastructure for the Metaverse, you need cloud computing services. The two strongest players would be Amazon web services by amazon and Microsoft azure. Well, there are also alphabet web services. All these would be crucial in building and maintaining the metaverse infrastructure.

Content Creation Tools

The Metaverse cannot be created by one company or one person. It's going to be created by millions of computer programmers, designers, and developers worldwide. It will be a global collaboration, just like Wikipedia. So for all these people to create content for the Metaverse like real estate, virtual buildings, and virtual avatars, they need tools. Who are the companies that provide those tools to create these metaverse environments? The first would be the Autodesk ticker symbol ADSK.

Autodesk

Autodesk is the leading software provider for architects, engineers, and people in construction. Before a builder builds physically, they use auto desk software known as AutoCAD to create the 3d buildings. Recently, Autodesk created a suite of products that allow computer programmers to create VR and AR 3d buildings and simulations like virtual reality and Augmented reality buildings and infrastructure.

Again Autodesk would be an essential software tool that people would use to create metaverse environments. We will look at the ADSK stock more in a while. The next stock to look at would be the Roblox ticker symbol RBLX.

Roblox

Roblox is an online gaming platform with currently 164 million monthly active users. You could go into Roblox and build your own game. You can create your own game and play games created by other users. These games are like a metaverse game with an avatar where you interact with other

people. You can sell things with them, buy things from them, and there's a local Roblox currency like a virtual economy within the platform.

Like the Gucci bag sold virtually within the Roblox virtual environment, the Roblox platform will be an essential tool for people who want to create games within the Metaverse. The next stock would be the Unity software ticker symbolized as U.

Unity Software

Unity software will also be an essential tool that programmers will use to build metaverse games. They are the leading 3d video game engine designers used to customize how video game players move and interact within their games. 94 out of 100 game development studios use unity engine. Unity would be a central player in helping businesses build unique metaverse presences and environments. They've pro software and gaming services tools. There are other video game companies like Tech two interactive, Electronic arts, Metapod, etc. There are a few other stocks, but these are the main ones.

Semiconductors

You can't run away from semiconductors because they are the building blocks of any digital economy. You need lots of semiconductors to power the Metaverse. Now there are many semiconductor stocks. The first would be the semiconductor companies that design high-end chips.

Nvidia

The leader would be Nvidia, and you've got AMD as well. You've got a couple of others, but Nvidia would be the leading in terms of the high-end chip design. Nvidia only designs the chips. They don't make the chips. So who makes these high-end chips? Well, 90% of these high-end advanced chips, which are less than five nanometers, are made by Taiwan semiconductor manufacturing company ticker symbol TSMC.

Again you've got other related semiconductor companies like ASML, Applied materials, Alarm research, and many more but Nvidia and TSMC would be the two leading contenders.

These are the few essential stocks to profit from the rise of the Metaverse. By the way, if you want to buy an ETF, there's also a metaverse ETF that you can buy, and the thickest symbol is Meta, which is the metaverse ETF.

How to be a Successful Stock Investor

To be a successful investor is not just by knowing what to buy. You may know what to buy, but that's not enough. There are four keys to watch out for to be a successful investor. They are:

- You must know what to buy
- You must know when to buy the shares
- You must know how many shares to buy
- You must know when to sell and take your profits

The trouble with many people is that they know what to buy but buy at the wrong time. They buy when it's overvalued, overpriced, or overextended. So knowing what to buy is not good enough, you've got to know exactly when to buy. For example, when it comes to investing, you only need to buy shares of these companies only when they are undervalued.

For example, Meta or Facebook is currently undervalued, and currently, Nvidia is overvalued, whereas TSMC with ticker symbol TSM for Taiwan semiconductor manufacturing is slightly undervalued. So you got to know which is undervalued and overvalued because if you buy a good stock that's overpriced, you can lose money as well.

How would you know the true valuation, and how to calculate the intrinsic value? You buy when a stock it's undervalued, and prices are retraced to a support level on the chart. You have to look at the technical charts to time your entries. It's all about timing your entries right. Again Nvidia is a great company but overvalued, and the price is currently overextended. It would be best if it retraced nearer to a support level before you start building a position.

For example, Meta or Facebook is undervalued and currently at a support level when writing this book. Some of them you can buy right now, and some you would wait for a while to buy later when they get more attractive.

Also, remember that there are certain stocks that you don't need to invest in but could trade for the short term. I only like to invest in companies that are currently making money to calculate their intrinsic value. But some stocks are not making money and still losing a lot of money, so I wouldn't be comfortable investing in them, but they could still run high.

These are stocks for short-term trading. In trading, you should know where to put a stop loss, a profit target, and how to enter and exit with the biggest profits and the lowest risk. Also, how can you use options to limit your risk and maximize your reward? For example, be careful because Roblox and Unity are both not making money at the time of this information. They are still making losses, and they are very overpriced. You shouldn't invest in them, but you should take a short-term swing trade on these stocks using options. Learn more about investing and trade in these metaverse stocks and other great stocks on the black market.

Chapter Four

Metaverse Investment

Investing in the Metaverse may just be one of the most fantastic opportunities for savvy investors out there to make a hell of a lot of money. After Facebook's recent rebranding to meta to build out their vision and interpretation of the Metaverse, it picked the interest of investors worldwide on how they can potentially invest early into this space and capitalize from what could be a perfect investment opportunity.

Indeed, there are many different and exciting ways to invest in the Metaverse, which goes beyond just investing in stocks. As the Metaverse becomes more embedded into our daily lives, it becomes something that we engage in more and more. It certainly lives in what could be a little bit more of a virtual world, and I suspect the investment opportunities surrounding it will only broaden over time. So let's talk about some of these early investment opportunities.

Stocks

The very first investment opportunity that I wanted to talk about is investing in stocks. It's the bread and butter of most investment portfolios, including mine. There are many different companies out there who are actively contributing to the Metaverse and the infrastructure in building out the metaverse ecosystem.

We already know that Mark Zuckerberg has outlined his intention to build out his own Metaverse and stake his claim on the evolution of social

connectivity. But what's interesting here is that the Metaverse in itself goes far beyond just what one company can build because the infrastructure to build out a metaverse and the activities going to go on within it is certainly a little bit more vast.

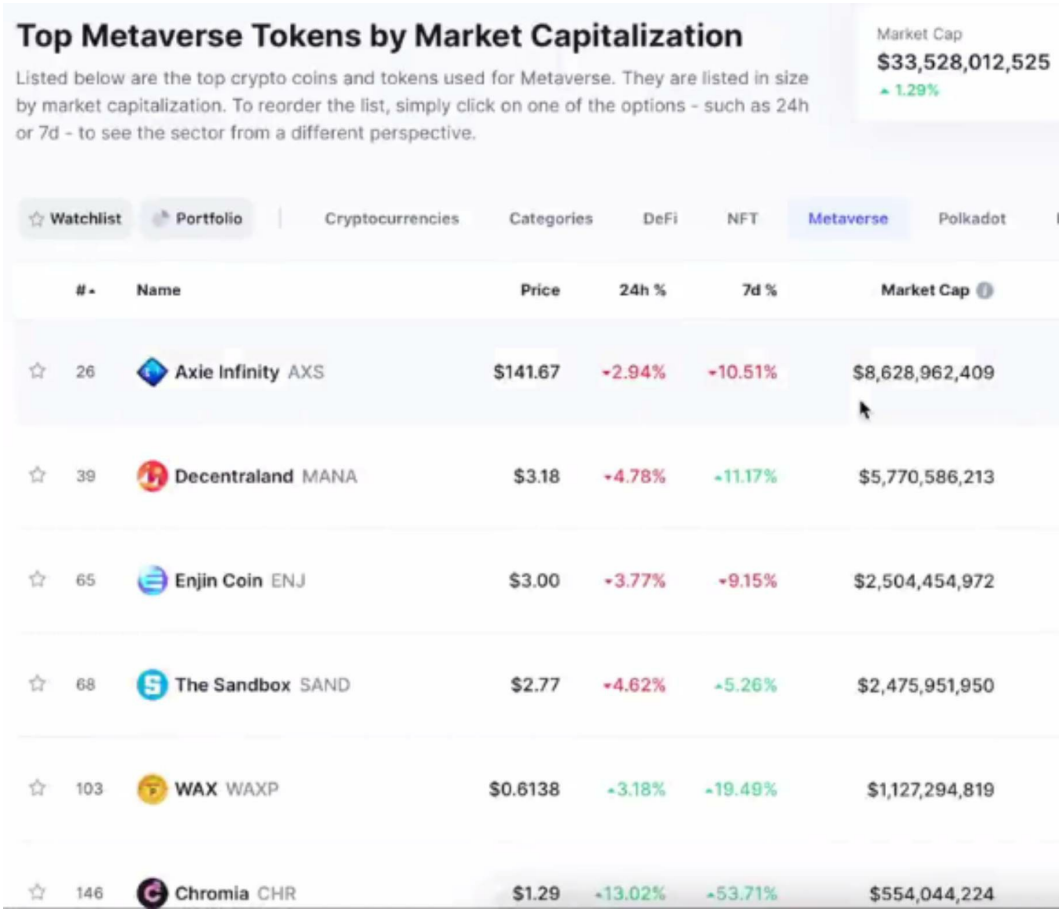
It includes everything from gaming with friends in a virtual world, visiting live events and entertainment, getting personal training without going to a gym, working with colleagues and meeting in a virtual office, or even going shopping in the Metaverse. Imagine all the different companies already operating, establishing, and having a physical product they could transfer into a digital or virtual product and put into the Metaverse.

You've got gaming companies like unity software and Roblox fitness companies like Peloton, Video conferencing companies like zoom and Microsoft, e-commerce companies like Amazon and Shopify. There are endless possibilities for all of these companies mentioned. Due to that, there are many opportunities to invest and gain exposure to some of these stocks within your investment portfolio. It will undoubtedly be interesting to see which stocks actually look to make a bit of a move and start investing in the business to gain some exposure into the Metaverse and actively look to gain some kind of market share. I suspect the first-mover advantage into this space will be huge.

The market opportunity or the forecasted market opportunity for the Metaverse is expected to be 825 billion dollars by 2028 and grow a compounded annual growth rate of 43.3% per year. So there are plenty of opportunities to invest in companies that capitalize from huge levels of growth in their business simply from investing in the Metaverse and having some virtual product within it.

Metaverse token

These are the next few investment opportunities where it gets a little bit more interesting. So we're going to start by talking about metaverse tokens. If you go onto a website like coinmarketcap.com, you can scroll across and click into the metaverse tab, bringing up some of the top metaverse cryptocurrency tokens.

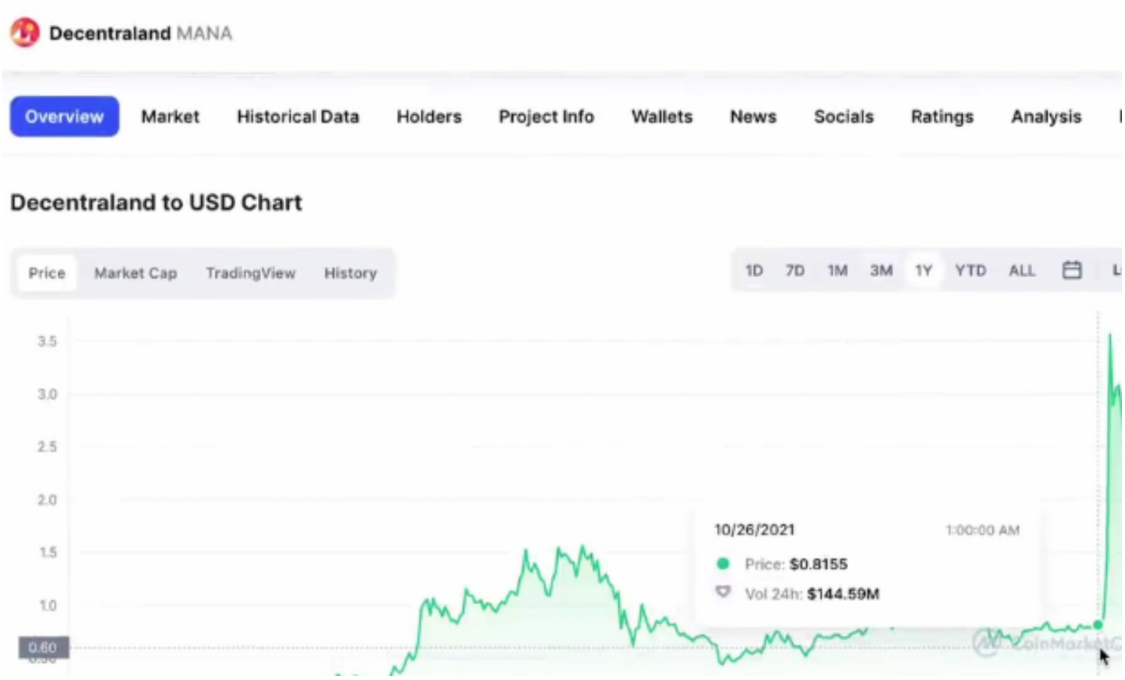

Top Metaverse Tokens by Market Capitalization
Listed below are the top crypto coins and tokens used for Metaverse. They are listed in size by market capitalization. To reorder the list, simply click on one of the options - such as 24h or 7d - to see the sector from a different perspective.
Market Cap
$33,528,012,525
1.29%
Watchlist
Portfolio
Cryptocurrencies
Categories
DeFi
NFT
Metaverse
Polkadot
Name Price 24h % 7d % Market Cap
26 Axie Infinity AXS $141.67 2.94% 10.51% $8,628,962,409
39 Decentraland MANA $3.18 4.78% 11.17% $5,770,586,213
65 Enjin Coin ENJ $3.00 3.77% 9.15% $2,504,454,972
68 The Sandbox SAND $2.77 4.62% 5.26% $2,475,951,950
103 WAX WAXP $0.6138 3.18% 19.49% $1,127,294,819
146 Chromia CHR $1.29 13.02% 53.71% $554,044,224

We have tokens like axie infinity, Decentraland, Enjin coin as well as the Sandbox. All of this has varying market capitalizations, especially with axie infinity and Decentraland, which is between close to six to nearly nine billion dollars of market cap. These aren't any small tokens. They are tokens that

have a lot of people actively investing in them. These tokens are essentially the kind of currency you would use for the corresponding virtual metaverses they've built.

I guess you could make the comparison like spending great British pounds in England to buy things. The same goes for these virtual or metaverses, as you could call them. For example, you've got axie infinity with the AXS token, Decentraland with the MANA token, and Sandbox with the SAN token.

Investors are investing in these tokens. They're using the tokens to buy things within their corresponding Metaverse and looking to invest in this token as a pure investment opportunity because they believe that the corresponding Metaverse may be the next big thing. What's interesting is how much these metaverse tokens have gone up in value since Facebook announced its rebranding. Even when you look at the Decentraland token and put it on a kind of one-year time chart, you can see that the price of this token went from 75% up to a market peak of $3.56, and even as of current market price, it is still trading around $3.17 per token. We're talking about a 300 to 400% rate of growth over the past three weeks.



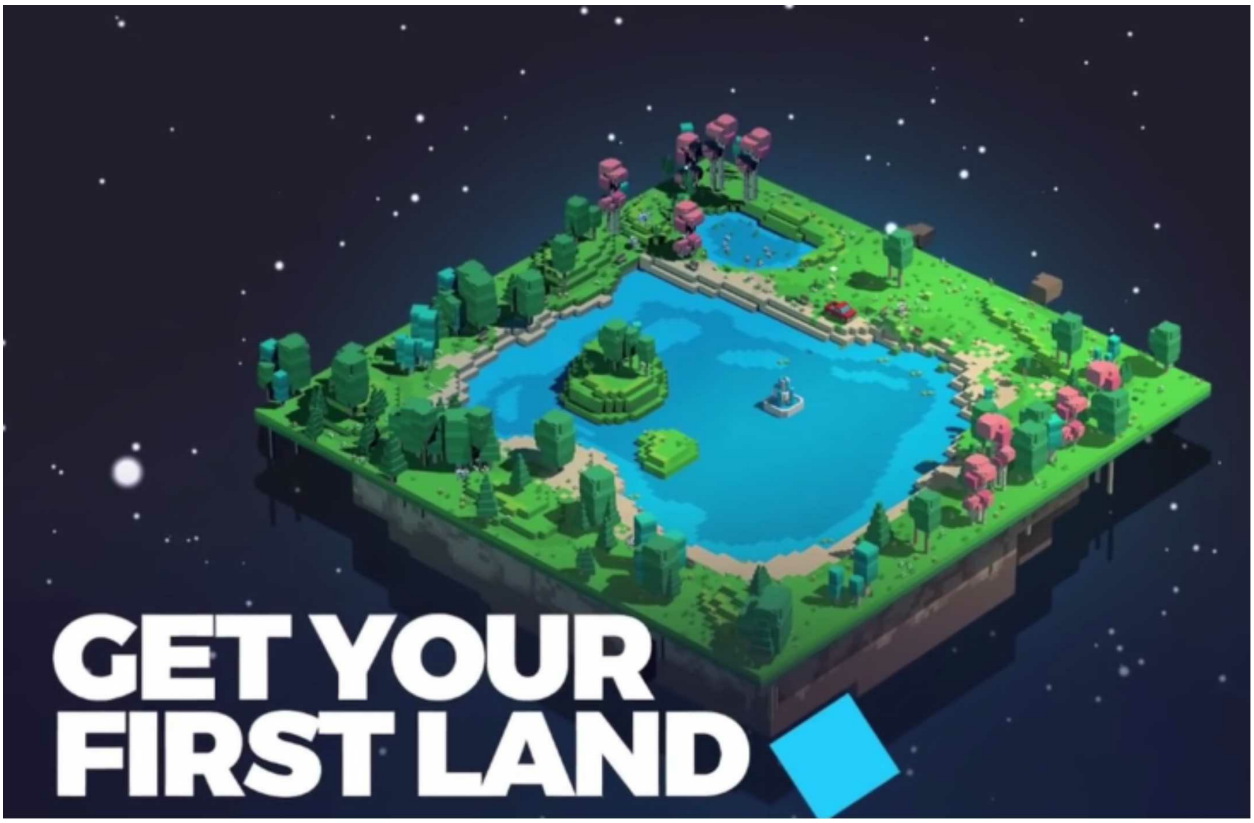
By investing in these metaverse tokens, you're essentially relying on the popularity of the corresponding Metaverse to increase over time. With the increase in demand, you can buy things within the Metaverse, pushing up the price over time.

This is where some subjectivity comes into play when investing in some of these metaverse tokens. Decentraland has a current market value of six billion dollars, but what exactly defines that?

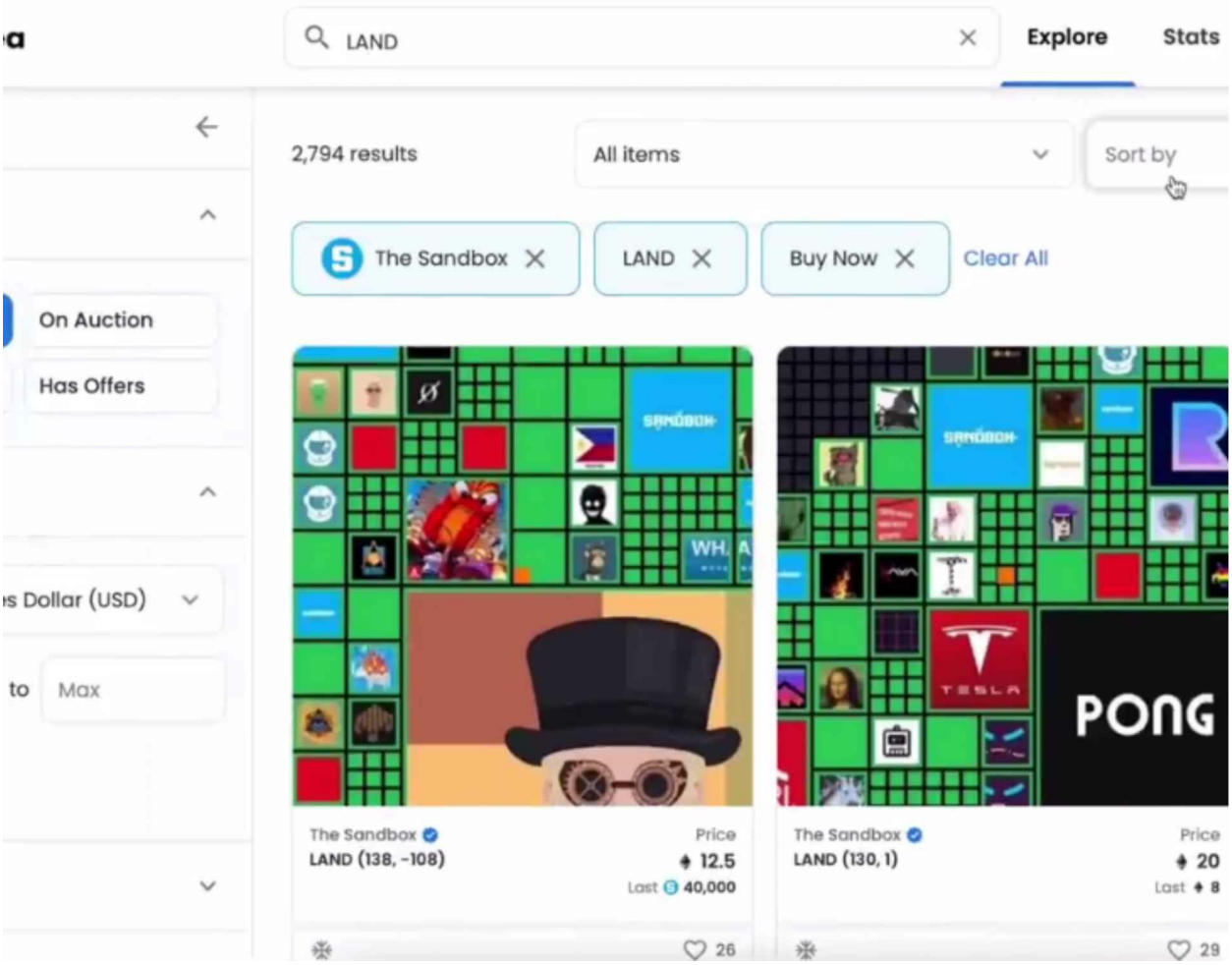
It all comes down to supply and demand as well as potential competition within the space as well. But underpinning an underlying value to some of these tokens is still pretty difficult. Nonetheless, with the forecasted growth of some of these crypto-built metaverses, the upside potential could be absolutely huge, in my opinion.

Land and property

When I say land and property, I don't mean land and property in the physical sense. I mean land and property in some of these metaverses which are currently being built. You literally could buy pixels that depict land and ownership within these metaverses.



We all know the excellent investment Disney made a few decades back when he bought 27000 acres of land in Orlando, Florida, for only $182 an acre. Today, that land itself is worth several billion dollars, and the same potential opportunity appears to be available in the Metaverse. You'd probably be surprised at just how much money some of this land is currently selling for. If we look to buy some land on the sandbox metaverse, click the buy land button, it will then take you over to where lots of people buy NFTs and all kinds of different digital assets. You can see just how expensive some of these lands are. It's just pretty absurd.



If you go to recently sold, you can see that the legitimate land is selling for anywhere between 1.5 to 2 ethereum, based on a theme. That probably has a current market price of roughly about $4500.

This price of land has upwards possibility of about nine thousand dollars just for a few pixels on a screen. Then once you've gone bought the land, it appears over on the metaverse map where you see many companies with different icons of individuals who have bought land within.

Atari stands out in the image above. It is another video game company that appears to have bought land within the sandbox metaverse. You can see hundreds of other individuals and potential companies who have bought land within the sandbox metaverse.

So I guess you might ask how investing in this land and buying this land within these metaverses is a kind of investment opportunity. As I said earlier, as more and more people use this Metaverse and use its tokens, the land on sale becomes more scarce because many people have already bought it up. Essentially it then becomes a principle of supply and demand. When you have a limited supply, people can demand whatever price they think they'll sell their land.

What's interesting is that you can build upon that landing that you've brought as well. The land with more infrastructure would attract people, which you could place more charge for that if you were going to sell it at a later point in time. If you fancy yourself as a pretty savvy landowner and investor in some of these metaverses, then be sure to go and check out some of the marketplaces on many of these different metaverses.

NFTs and Wearables

Non-fungible tokens are things people argued to have no value whatsoever in the real world but could potentially have much value if you use them and apply them in the virtual world, especially if you are transitioning as a human species to place less value on your physical assets and items, and start to place more value on your digital assets and items in which you own.

You could potentially be the sole owner of an NFT, which you could put in your virtual property to sit on the virtual land in your Metaverse where people currently flex with their designer clothes and expensive cars. You could potentially see the same kind of thing in the Metaverse with NFTs and wearables. It's an interesting concept and one that's certainly a little bit mind-blowing just to think about.

Market Opportunities in the Metaverse

Most of the time, I think it'll just be a bunch of 12 years old will use these metaverses and run around with their avatars in the virtual worlds, but the reality is quite different. The kind of money spent on these platforms is absolutely astronomical and simply mind-blowing to think about.

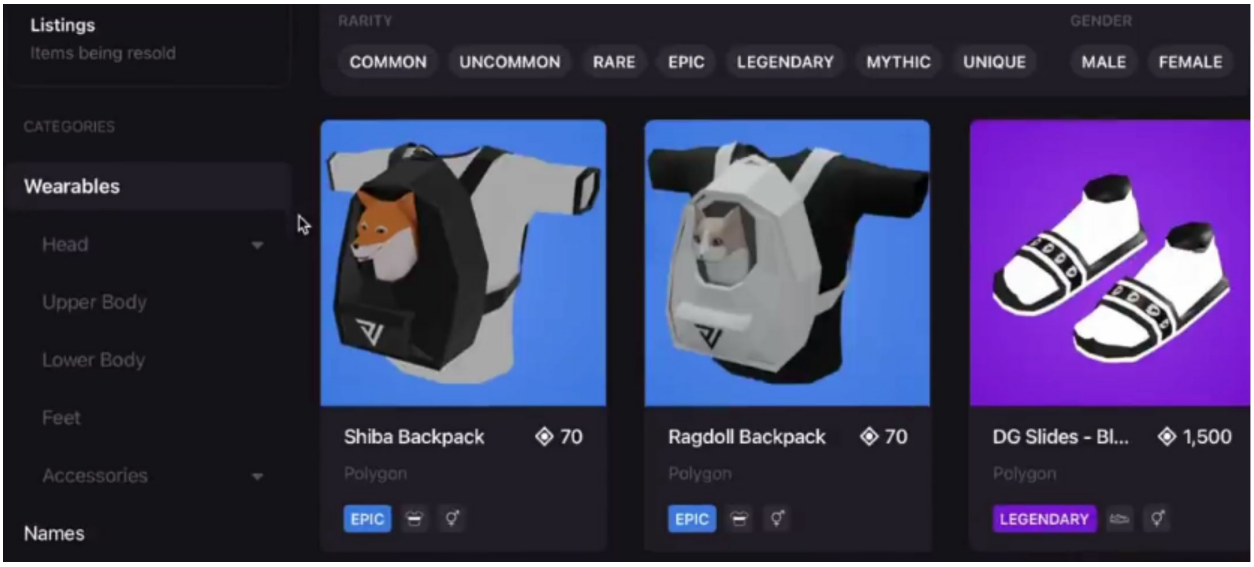
To give you an example over on axie affinity, the most expensive item ever sold at the moment was 300 ethereum which, based on today's current market price, would be roughly 1.35 million dollars or the equivalent to about a million quid.

The money being spent on some of these digital assets is insane. We've seen it in the NFT space, and now we're starting to see it over in these metaverses too. I guess this is where there is a potentially huge investment opportunity if

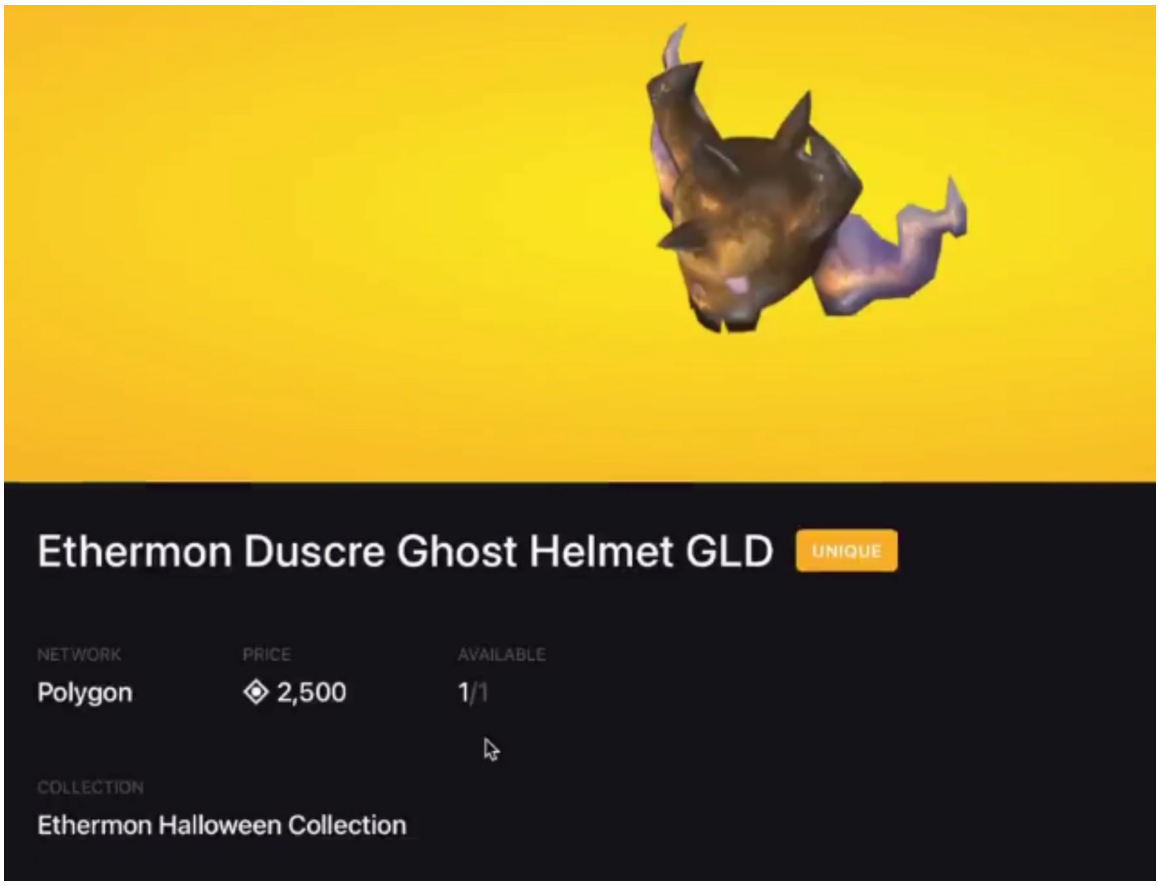
you know what you're doing and know which assets are the right ones to invest in because some of them certainly have a huge amount of value. On a similar note, also in these virtual worlds, you have something called wearables.

Let's say you have an avatar in a virtual world. You will need to put clothes on that avatar in the form of different accessories and unique items exclusive to that avatar. Let's take one of the Metaverse's marketplaces to show what I mean.

If you go into the Decentraland marketplace, you can see all kinds of NFT, wearables, and collectibles that you can actively put on your avatar.



You can see the different prices for the different variables from 70 tokens to 1500 tokens down to five tokens. Largely speaking, the value of these different digital assets depends on the rarity in which they are. So you've got down from common assets in which you can buy way up to unique ones, which are one-of-one collections, like the one below, an ethereum dusk ghost helmet priced at 2500 tokens, which would be roughly about seven and a half thousand dollars in real money.



It's one of those things on supply and demand, especially if the item you're buying is a little bit rare. When more people start to use the Metaverse, the price of those rare items will become harder to get because they're scarce in supply will potentially go up in value if there is demand and people are using these metaverses. These are some of the different ways you can invest in the future of some of these metaverses.

Chapter Five

Investing Truth

The harsh truth is that metaverse investments are not a good fit for most investors. I want to share with you some experience in investing in the Metaverse. Here is what I have learned for the past five years, and it is what I'm looking for in 2022. I want to give you some insights or ideas on taking advantage of the next technological shift.

First, let's look at the Metaverse in another direction? The Metaverse is the blending of the real and the digital space. It includes Augmented mixed and virtual reality. There's a lot more, but the Metaverse is the successor to mobile internet. This iteration isn't about going into a smaller computer but a fully connected and immersive world or worlds.

Adobe has a great example of how seamlessly the Metaverse could replace what we currently use on our phones and computers. The Metaverse goes beyond just entertainment. It includes where we work, practice medicine, and collaborate with others. It's our education where we learn logistical things like navigation and practical day-to-day tasks. They are building a future AR site, a platform, and an authoring system where people can create all procedures, DIYs, and checklists that they use every day in a metaverse native format.

Some of these are super technical, like repairing a fuel line on a fighter jet, but others are just everyday things like making the perfect banana bread. When this technology is done properly, it's not even something that you would realize is there. It's an intuitive behind-the-scenes type of technology where there is a lot of opportunities right now.

Venture Capital

Over the last five years, I have spoken to hundreds of venture capitalists, angel investors, and partners at private equity firms and have become an investor myself. I know several of you are in the investor community and are interested in investing in metaverse startups.

Here's the harsh truth: metaverse investments are not a good fit for most investors. Metaverse tech is pretty niche, and the industry is still super early, and again we're like internet 1996. When I speak with investors, they want to see a typical return or an ROI in five years or less. If you're new to this space, that means when an investor gives startup money in exchange for equity or partial ownership in the company, they expect that the startup will either get acquired or have an IPO in about five years.

Companies these days rare IPOs in five years, if at all. They expect you to get acquired or bought within five years. For most metaverse companies today, that is just not a practical expectation. Investors need to be in it for the long game, and just not every investor can do that. To add complexity to this, the startups will add the most value to the Metaverse and become the next unicorns or ones building behind-the-scenes products.

These products are not always easy to understand, so those combined factors of having a long ROI period and hot companies make it difficult to conceptualize products and make the relationship between venture capital and the Metaverse complicated. It is only suitable for a particular type of investor.

How The Metaverse Replace Traditional Techs

Let's look at how the Metaverse replaces traditional forms of tech. It will help give some context to market opportunities which we are going to discuss.

I think many people, including investors, expect augmented and virtual reality to replace current modalities overnight completely. Phones will disappear suddenly, and everyone will be in a headset, but historically this doesn't happen.

At first, new technology is additive, and then over time, it replaces those traditional forms. We saw this with audio. Originally you could only listen to a radio show on a physical radio, but pretty early in the history of the internet, you could listen to radio broadcasts online. It was still the same radio show that you would hear over the AM or FM channels, and it was just added onto the internet as a way to consume it.

Then over time, we started getting radio shows that were only available online. This turned into podcasts, and now we have an entire generation that only consumes long-form audio content via podcasts. It is a big shift, and it happened in little stages. It didn't happen overnight.

Another current example of this is the Travis Scott concert in Fortnite and the little Nas x concert in Roblox. These artists aren't replacing traditional concerts. They're just adding these to connect with their fans and a way for their fans to consume their music. Many of the habits we have today will transition little by little into virtual spaces. As I mentioned before, it's not an all-one shift, and it happens in little gradual steps.

Market opportunity

Now we're getting to the exciting part. According to Bloomberg, the market opportunity for the Metaverse is 800 billion dollars by 2024. So, see the value and opportunity in the Metaverse.

How can You Invest?

Here's what I'm looking out for in 2022, and it breaks down into three categories indexes, stocks, and time. So first up is index funds, and I've only seen one index fund that targets explicitly metaverse companies, a round hill ball metaverse exchange-traded fund or ETF.

ETF

The round hill ball metaverse index is the first index globally designed to track the performance of the Metaverse. It consists of a tiered weighted portfolio of globally listed companies like Nvidia, Roblox, Cloudflare, snap, which owns Snapchat, Unity3d, Facebook, and AutoDesk. All of them are actively involved in building the Metaverse. There's a lot more, but that's just a few of them. You can find this ETF by searching meta on the brokerage of choice and reading it up.

Stocks

There are some specific public companies in the Metaverse that you can buy stocks in and a leading player from a platform perspective. You have public companies to watch out for like unity technologies, Nvidia, Qualcomm, Broadcom, and any wireless tower company like Verizon.

There are end consumer platforms behind the scenes architecture companies that provide all the support to make the metaverse run. That is where the biggest opportunity is. In my opinion, this category also includes content companies which I thought some of you might find interesting. I personally will be keeping an eye on how streaming platforms like Netflix, Hulu,

Disney, and Amazon will adapt to generating content in immersive spaces. I'm just going to look for the ones that are doing it well. The Travis Scott concert I mentioned made 20 million dollars from a virtual concert last year. The odds are that it's a pretty good indication that people will pay for other types of media in immersive spaces too.

The two categories I mentioned deal with public-traded companies, leaving out all private companies and startups. Unless you are in the VC community, you aren't going to get the chance to invest in these companies. There are some options like republic start engine and a couple of other crowdsourced VC platforms that anyone can invest in.

Investing your time in learning and how to use the tech is one of the ways of investing in this company. They are developing, and this could mean learning how to develop software for a specific headset, such as using lumen for the magic leap one or creating content for an emerging platform like dress X.

It is by far the least way to invest, but if you think of it this way, this category is analogous to developing mobile apps in 2007 or creating online Videos in 2006. It puts you in a great position to capitalize on those skills as the landscape develops.

Chapter Six

Web 3.0

Web 3 does not refer to anyone's specific program but groups of projects backed by cryptocurrency working together to create an ecosystem of decentralized internet services. Well, what services? It could be everything from decentralized social media rather than news controlled by a single corporation that can squash any ideas they don't like to have an open forum where users can freely debate and express themselves. The decentralized data is where users can have control and privacy over their data. How? Through the use of cryptocurrencies blockchain technology. It allows users not to be reliant on any single government or corporation to do whatever they want.

Before we dive into how web 3 works, let's first go back and understand the history of web 1.0. In the 1990s, the dot.com era, websites served a role similar to traditional media where information was one-sided and consumers could consume. Websites like yahoo are charged to be at the top of the search results regardless of how many people clicked on the link, similar to how print newspapers charge for ads.

Then with the proliferation of social media, web 2 was born, and the emphasis switched to trending popular content that other users created. The line between content consumer and producer was blurred, but a host of problems arose from web 2. The most prominent of which is censorship and privacy issues. The Megatech giants like Google, Facebook, and Twitter openly squash any discourse that doesn't fit their narrative. Donald Trump was banned from social media, so if an active US president who's a billionaire can't even talk freely, what chance do you have. Web 3 remarks

the architecture of the internet to allow users not to be dependent on any single corporation or government so they can do whatever they want.

This section will go over some of the basic components of web 3 and some of the leaders in this space. These basic components range from domain name registry to cloud data storage and computer processing, called smart contract platforms in the crypto tongue.

Domain Name Registry

Under the current system, when you go to a website, let's say google.com, the part before the dot is the subdomain, which is Google. The part after the dot, which is com is the top-level domain. The top-level domain rents the domain to the sub. So the VeriSign, which owns dot com top-level domains, rents it to google. You can never own a dot com or a dot net domain.

In contrast with web 3, it's an open marketplace where users can bid on their top-level domains. For example, one of the leaders in this space is the handshake. Their HNS token uses a vickery style auction allowing people to own and rent any domain they want.

Now that's a very brief explanation but let's go on to the next component of web3, which is cloud data storage.

Cloud Data Storage

As we all know, the leaders of cloud storage in web 2 are Amazon and Google. But in web 3, many competitors aren't engaging in censorship and aren't spying on their users. Some of these competitors are Filecoin, Siacoin, and Arweave, but there are many more. Data is shared peer-to-peer, and people are incentivized to host and receive payment in the project's native

cryptocurrency.

Either data is stored directly on the blockchain, or the blockchain is used to keep track of payments for who is hosting the data. For example, with Siacoin, data is split up into groups, and hosts put up collateral. If the host bounces before their paid hosting period is complete, they lose their collateral, incentivizing them to ensure no data is lost. In addition, there are many duplicate hosts for all the different groups.

Another approach is how Arweave does it. Arweave incorporates all the data that ever was into the blockchain. When hosts call miners to update new information called a block of information, they must prove that all the previous information is included. That has the advantage of creating a permanent record that is extremely useful for recording history without censorship.

The final component of web 3 is computer processing which in crypto is called a Smart Contract platform. With web 2, information is processed on a single company's computer or network. But they can change the rules to whatever they want and censor or block users.

On the other hand, with web 3, information is processed on the blockchain, making it permissionless and completely censorship-resistant. The code is called a contract because it's an agreement between two parties to process the information on the blockchain. Some of the leaders in this space are Ethereum, Polkadot, Cardano, and even ICP or internet computers, combining a decentralized cloud with a smart contract platform.

These are some of the basic bare bones of web 3, and you can buy all of these tokens discussed along with many more upcoming projects. While this is just the bare-bones infrastructure of how web 3 works, what users will do with their newfound free speech will be limitless.

Chapter Seven

Metaverse Technology Concerning Health

This section will look into how people have used the Metaverse to heal their bodies and change how their brains are wired to help them achieve amazing things. It may come as a surprise as the most recent news about Metaverse has been about turning us into mindless drones. While that's a possible outcome, I thought we'd take a look at the brighter side of the multiverse.

We are looking at research-based measurable effects that happen to people in the Metaverse and how the outcomes can be replicated at home or in a clinical setting. This section of this book is 95% science and 5% of my opinion and speculation.

So let's recap what the Metaverse is? The Metaverse is a catch-all term to describe the blending of real and digital spaces. It encompasses Augmented mixed and Virtual reality. Most people access the Metaverse through phones, but ultimately we will use a headset of some sort, likely a streamlined version of Oculus, magic leap, and hololens.

As a builder, I spend a lot of time in a headset and front of a computer, and pretty early, I started to wonder if this kind of extreme screen time would be bad for me. I have a gene that makes me susceptible to macular degeneration, so I'm naturally very concerned about my eye health. I've also wondered if being immersed in these very rich and detailed virtual experiences could affect or change how my brain makes neural connections and possibly shorten my already quite short attention span.

It turns out that many people, especially parents and neuroscientists, wondered the same thing, and the early findings are pretty shocking. Some of the common negative effects of being in the metaverse range are motion sickness that you may have heard of already, and eye strain, and more severe things like seizures and permanent myopia or short-sightedness. That doesn't even consider the mental health-related side effects of spending long periods in a world where everyone is a perfect avatar, but it's not all bad, and that is what this section is all about.

Research has found that even though current Virtual and Augmented simulations aren't hyper-realistic, they are real enough that you can make neural connections after being in VR. This rewiring process is called neural plasticity.

Neuroplasticity is highly researched and is something that you can measure with brain scans. It's an ability you have for your entire life. Your brain is continually making new connections between brain cells and enforcing ones that you use all the time. Then consequently, also pruning connections that you don't use very often.

Neuroplasticity comes into play, especially if you injure your brain or body. For example, if you hurt your knee skin or suffered a stroke that damaged part of the motor cortex of your brain that controls your leg. Following that injury, you may have muscle weakness, or maybe your leg is completely paralyzed.

When you're recovering, your doctor will likely send you to physical therapy, where you do exercises in a physical therapy gym to help rebuild muscle strength. If you've had a stroke, you also have to train your brain to grow new neurons around the damaged area so that you can regain control of your leg. Anyone who has been through physical therapy, even for a minor accident,

will tell you that it is really hard, boring, and can be demoralizing.

It turns out that there is a growing body of evidence that if you put someone in a VR experience and then get them to do the same practical exercises but connected to a meaningful immersive experience by basically putting them in a video game, that is also physical therapy.

They can heal themselves much faster and more effectively. From that VR experience, their brain will grow neurons around the damaged area and allow that person to have more mobility, walk again or regain strength. A couple of companies out there leveraging Augmented and Virtual reality to trick your brain into jump-starting this process of neural plasticity to make new neural connections already.

One of those companies is a texas-based startup called Neuro-Rehab VR Full Disclosure. When I discovered that this was real and supported by neuroscience, I was excited to start working with this startup. They have set up VR physical therapy simulations in clinics and hospitals all over the US. It is so cool to see a company changing lives with VR. They are working on having a VR app that you can use at home. So, if you need physical therapy or recovering from a sports injury, it will be super accessible.

There are a lot of other companies out there using the Metaverse to help make your brain better, and some of my favourites are helium which has an immersive app to help you meditate and train your brain to stay meditative state longer.

Fundamental VR has an Augmented and Virtual reality app to help train surgeons to do complex operations and procedures. They already have muscle memory and experience when they go to do an operation for the first time. Then the last one I will mention is oxford VR which helps patients overcome fears and phobias for as little as two hours which is amazing.

Getting to the outer reaches of VR and neuroscience has kind of been my latest obsession or at least the core of my latest obsession, and it's a space that I'm watching closely and that I want to invest in.

So what we are saying is the ability for metaverse technology like Augmented mixed and Virtual reality to change thought patterns or mindsets and help people achieve goals faster. It's essentially personal growth on-demand, and with neuroplasticity, goals don't have to be physical therapy or strength-related like what we see with neuro rehab. They're also talking about helping people rewire their brains to help them get a dream job, find a romantic partner, start a company, accrue wealth, Reach financial freedom, lose weight. These are elements that the self-help industry has generated billions of dollars trying to sell.

Let's look at what science has to say, and right now, neuroscience research tells us that this can probably happen. The current research shows that master meditators can focus on a particular state where they produce brain waves that rewire their neural circuitry with a combination of thought and emotion. No one's going in to help in the meditators like a scalpel and an electrode. They're doing all of this within their brain, and that is amazing.

If you've ever heard of things like the law of attraction or manifestation, this is what those practices are trying to tap into and achieve. Still, I think they often fall short of actually being able to do that, and that's because those types of activities on their own aren't enough to trigger a physical or chemical change in the brain. But if there is an option to get a 29.99 VR app from the app store that does induce that emotional response and brainwave pattern that you can use once a day to tune up your thought patterns and allow you to take action in such a way that you'll be super successful, you're going to do that.

It sounds a lot more obtainable than spending 10 years learning how to

become a super meditator. So it is possible and also really exciting. If you are looking to replicate this at home, simply going into a VR experience of a mansion in the Hollywood hills will magically manifest that house in real life. Technology is good, but it's not that good. There's a lot more to it.

So going back to the story at the beginning, I was worried that the Metaverse might be bad for my health, and it could be, but it looks like it can be amazing for your brain if used properly. Given how much the Metaverse is poised to take over our lives, even though it may seem like an optional nice to have feature, I think it's something we should push for to be part of the foundation of the Metaverse. If we implemented a feature to let you know when a photo has been photoshopped on Instagram from the start, it would completely change the experience on t

Chapter Eight

The year 2040 Technological Prediction

In 2040 the world will look dramatically different due to multiple technological advancements. For example, the Metaverse would become fundamental to everyday life. By 2040 multiple large tech companies will make significant contributions to the Metaverse, and Metaverse will gain widespread appeal among people of most age groups and demographics. The average person will likely use the Metaverse and hardware components associated with it as much as people use the internet and smartphones today.

The average person in 2040 could have a highly detailed and realistic 3d avatar with several preset outfits along with hundreds or thousands of individual clothing items to choose from. They could have a decorated 3d home space containing doorways to their bookmarked metaverse worlds and a 3d virtual work environment with a custom arrangement of apps tailored to work optimally in the metaverse environment.

Digital assets could be accessible across multiple devices such as virtual reality headsets, augmented reality glasses, smartphones, smartwatches, and so on. These assets could be accessible in multiple apps that were typically considered unrelated in earlier decades. There could be a wide variety of virtual environments in the Metaverse. These serve a different use case beyond just entertainment. These use cases would include fitness, education, job and career training, product demonstrations, virtual keynote speeches, marketplaces to buy virtual and physical items, and more. Additionally, we

could have user-generated location-specific holograms overlaid in most major cities and institutions to provide navigation, reviews, and 3d animations of past events.

Brain-Computer Interfaces Could Become Mainstream

Technologies and futurist Ray Kurzweil predicted that in the mid-2030s, rika would begin connecting the human neocortex to the cloud. By 2040 that prediction could come true. Brain-computer interfaces could vastly improve over the versions from 2030 and could be largely used for everyday purposes. They could also become standard accessories for virtual reality headsets, including high-priced VR helmets that offer full dive VR experiences. Some brain-computer interfaces could be fully implantable for medical purposes.

People can use brain-computer interfaces to control objects in real games and virtual environments with high reasonable accuracy when it comes to entertainment. Video game studios could begin to integrate this technology into their video games. For example, the ability to control objects with your thoughts would be particularly relevant in the star wars game where you play Jedis and Siths with force abilities and in a matrix game where you play as the one.

However, bank-appeared interfaces could make the most substantial impact. When serving those with spinal cord injuries, patients can regain more control and control over their senses.

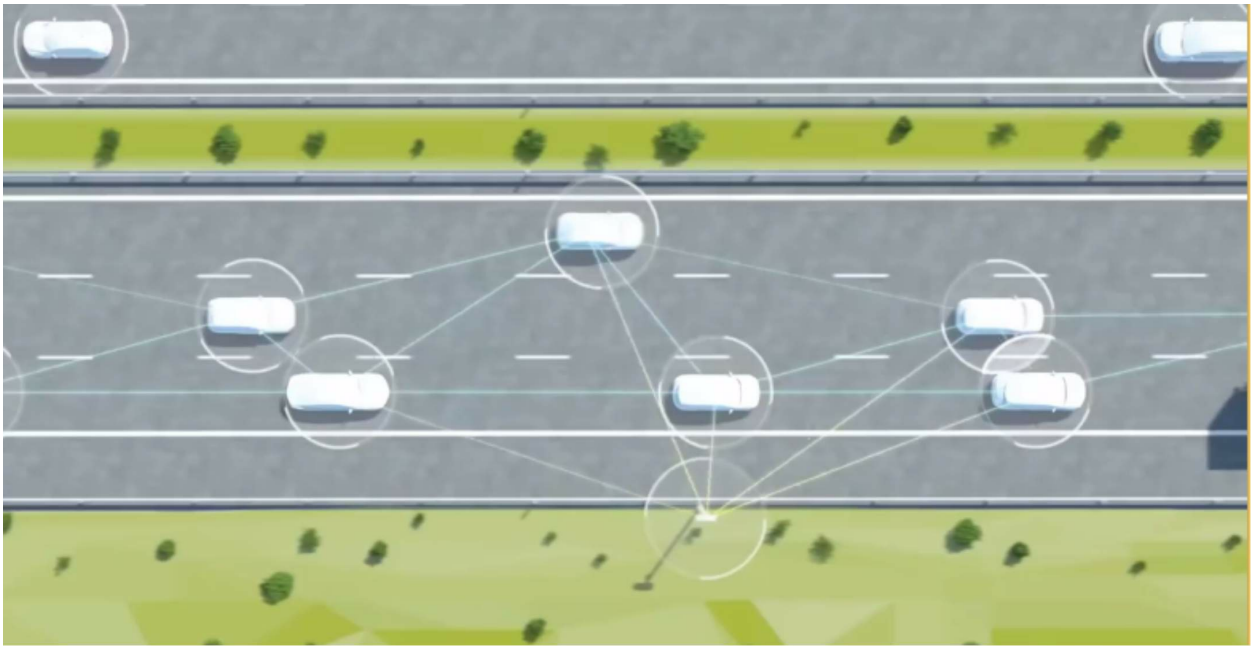
Lifelike Virtual Assistance Could Become Mainstream

Each person could have access to a digital virtual assistant. By this point, language models are similar to GPC3, while exponentially, more advanced and virtual assistants could be built on those language model platforms. These virtual assistants could be trained on text data and maybe even the image data from most websites and publications ever created in human history.

They could answer almost any question we asked them, and their answers could be personalized based on our goals, interests, and career paths. They could constantly predict what we might want to do next and make suggestions throughout each day instead of typing phrases into search engines. They could be represented as 3d virtual characters that we can contact for most virtual environments and in the form of holograms when using augmented reality devices. These virtual characters could have their complex and unique personalities, appearances, voices, and special abilities that we can customize as a needed number.

Autonomous Vehicles Could Emerge

By 2040 autonomous vehicles could operate without human intervention at all. However, the main factor accelerating this development would be cities and districts specifically built to support level 5 autonomous vehicles.



This could involve delegating specific parts of the city for autonomous vehicles and specific parts for pedestrians to reduce the chance of accidents. It could also involve building walls embedded with sensors so that the location of each autonomous vehicle is tracked in an interconnected network. As these networks evolve, they would track all vehicles, stop lights, street conditions, and more to form the basis of the world's first smart cities.

Quantum Computers Could Become Mainstream

This could be available to the public, both mainstream via the cloud and physical units. This advancement could revolutionize how we solve optimization problems, train and run machine learning algorithms, and better understand the physical processes of nature down to the subatomic level. The industry that could benefit from it is finance, pharmaceuticals, cyber security, and material science.

Artificial Intelligence Could Take Over The Education Industry

By 2040 AI could take over significant parts of the education system. AI teachers could start to emerge where students can access using virtual reality and augmented reality devices. AI teachers could offer personalized education based on information provided to them on verbal and physical cues. For example, an AI teacher can notice what makes a student or pupil dilate and alter how it teaches to keep the student engaged.

If a student loves basketball, AI teachers could rewrite math and English problems, so those problems are tailored to the basketball domain, and AI could give a different homework assignment to each student based on their pace. AI teachers will lower all basic costs in the educational system and allow more people to access high-quality and standardized education. In wealthy communities, human teachers can take on fewer students to become their mentors and coaches.

Service Robots Could Number A Billion Worldwide

By the mid-2030s, the number of service robots could reach 1 billion worldwide and continue to grow. Rapidly, service robots could be generally divided into two separate groups, namely personal and professional. Types of

personal robots include vacuum cleaners, lawnmowers, personal toys, mobility machines, and pet exercise robots.

Professional service robots would be used for commercial purposes and normally operated and monitored by properly trained personnel. Examples include medical robots, surgical operations, firefighting robots, automated security patrols, machines to clean public places, delivery robots, etc.

Industrial robots would also play a big part in society, especially in manufacturing, but they'll be nowhere as numerous as the first two types. At this stage, most robots can instantly recognize and interact with countless objects while providing real-time information to customers. Because of these robots, manufacturing jobs in the united states would have largely disappeared. All this could be made possible due to exponential improvements in machine learning, cloud computing, bandwidth, sensor technology, and so on.

The First Permanent Lunar Base Could be Established

By the latter half of the 2030s, government and private ventures could create a permanent human presence on the moon. This milestone would be partially motivated by the planned development of the asteroid mining industry, which could generate trillions of dollars of revenues over the coming decades. 3D printing will make the construction of the luna base much cheaper and easier than alternative methods. New tools, spare parts, and components for entire buildings could be forced using rock and dust on the moon's surface.

NASA could lead this lunar base with contributions from the European space agency, Canadian space agency, and various private companies. China may also prepare its separate lunar base in collaboration with Russia.

Hypersonic Airliners Could Enter Service

Following decades of research and development, a new generation of airliners can enter commercial service. This aircraft could have a cruising speed of Mach 5, which is more than 7 times faster than the typical passenger jet and 5 times the speed of sound. Hypersonic planes can fly from New York to California in 30 minutes and fly from New York to London in under 4 hours.

The advantages are numerous, and they can be lighter than Boeing 747s and utilize conventional runways. Additionally, they would make moderate takeoff noise. The only disadvantage is that they lack windows because windows would be too heavy for this aircraft type. One solution to this

problem could be the installation of flash screen displays that show footage of the world outside.

CRISPR and Gene Therapies Could Greatly Minimize Diseases

Technologies and approaches such as CRISPR, Gene therapies, 3d printing, Organs, Blood vessels, Nanoparticles, and Nanorobots could minimize diseases in unthinkable ways. A vast range of infectious diseases, including aids and ebola, could become curable. Genetic elements like sickle cell amenia and certain forms of blindness could become curable as well. Five-year survival rates could reach 100 for certain forms of cancer and heart disease thanks to gene therapy. Animal deaths from cardiovascular disease could reach negligible levels in the US.

Moon and Asteroid Mining Could Become a Routine Practice

By 2040 the utilization of space resources such as metals and minerals from the moon and asteroids could become the next big thing in commercial space ventures. It could also become a major growth area in terms of innovation and wealth creation. By 2040, asteroid mining could account for only a tiny fraction of global commodities. However, it's widely expected to comprise a substantial percentage of the commodities market in the coming decades. Thanks to the moon and asteroid mining and unrestrained hype in the stock market. A well-known American business tycoon could become the world's first trillionaire before 2040.

Carbon Nanotubes Could Begin Production

After decades of research, a new process could be developed for synthesizing carbon nanotubes. Carbon nanotubes are tubes made of carbon with diameters at the nanometer scale. A nanotube can consist of a single sheet of carbon atoms or multiple wrap layers to form a hollow core. These structures can potentially reach thousands of miles in length. They're also capable of being hundreds of times stronger than steel. The use cases for carbon nanotubes are numerous. They include a bulletproof vest, water-resistant clothing, lightweight composites for automobiles, planes, spacecraft, radiation shield materials, next-generation materials for transistors, and water purification. Some people could even say that it makes a space elevator possible as a good number.

The First Zettascale Supercomputer Could Be Operational

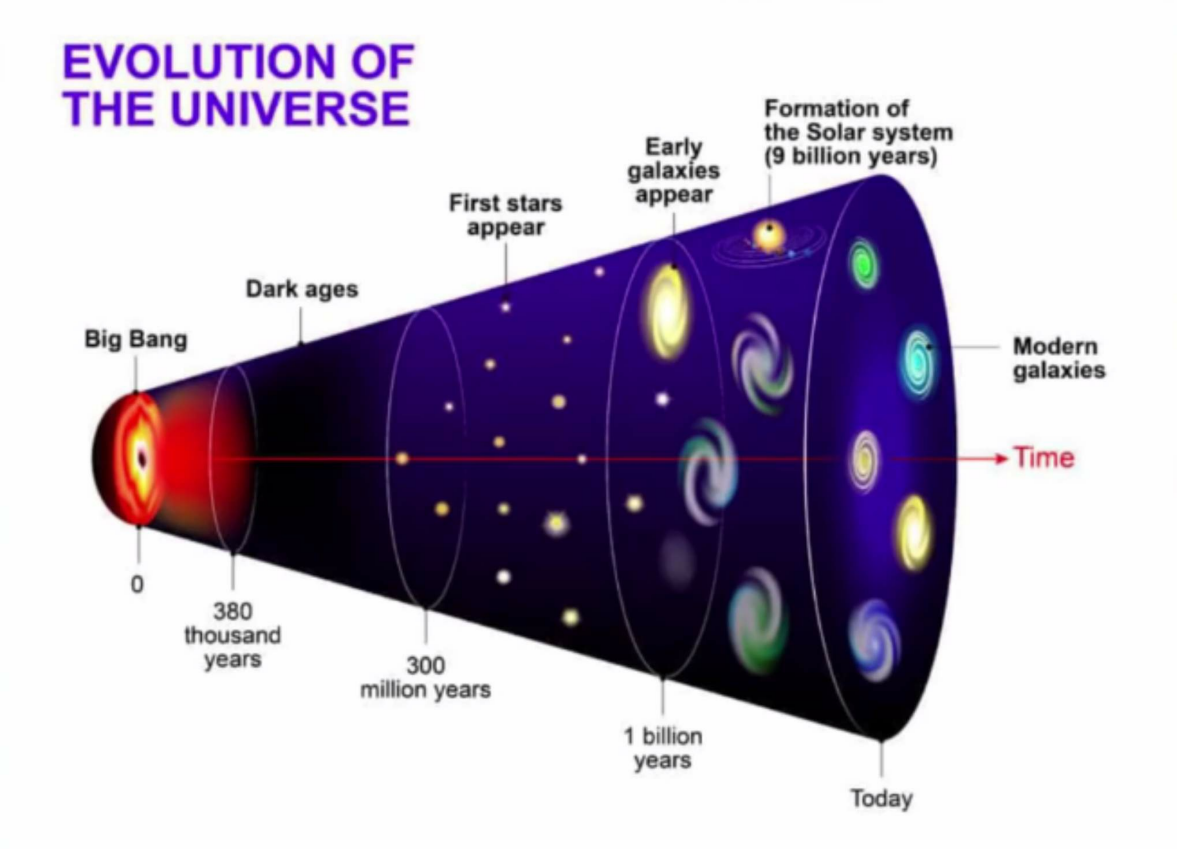
In 2040 a supercomputer at the Zettascale would be 1 million times more powerful than the fastest supercomputer in the early 2020s. This system would be data-centric, meaning it would be optimized to handle extremely

large volumes of data. It could also be decentralized, meaning it would comprise millions of less powerful components working together to form a collective hyper-computer that is more powerful than any single machine.

The Einstein Telescope Could Be Operational

The Einstein telescope is the third-generation gravitational wave observatory developed by research institutions in European Union. It has 10 times the sensitivity of any previous instrument, which greatly increases the distance at which black holes, collisions, neutron stars, dark matter, and other gravitational wave sources can be analyzed. It would also improve tests of Einstein's general theory of relativity. Additionally, the previous generation of gravitational wave observatories only studied the universe at 10 billion light-years distance.

The einstein telescope can look even further back in time to what they called the cosmic dark ages when the first stars and galaxies began to form.



Robots Could Dominate The Battlefield

Highly mobile autonomous fighting machines could be deployed with a majority of frontline military personnel. Because of their advanced machine vision could aim with inhuman precision and have superior situational awareness due to their powerful sensors GPS and thermal vision. No human would have any chance of defeating it using conventional approaches. These machines can be deployed for weeks or months if necessary without the need for maintenance.

Space-Based Solar Power Could Become Commercially Feasible

By 2040, energy generated from space-based solar power could be added to many power grids. This system involves placing several large satellites into the earth's orbit. Each satellite would have a large nanotech-based surface for a solar array almost two miles in size. These solar arrays will capture the energy of the sunlight, which is then beamed down to earth via lasers.

Large collecting dishes on the ground would receive the energy and convert it to usable electricity. One major advantage of this approach is that these satellites can be exposed to sunlight 24/7 instead of just 12 hours a day like ground-based panels. Because of space debris, the panels would require high-strength shielding.

Also, some of the high-tech panels could use a nanotechnology-based composite to self-heal whenever damage occurs. It's expected that these types of satellites could appear in orbit around the moon and mars to provide energy to human bases. Over the next two centuries, enough of these satellites could eventually orbit the earth so that virtually all of the sunlight is captured and harvested in some way. This is also an important step for humanity to become a type 1 civilization. A type 1 civilization can use and store all the energy available on this planet.

Deep Ocean Mining Operations will Likely Become Commonplace

Thanks to advances in robotics, it would be possible to mine materials on the ocean floor. By 2040 prospecting and unseat construction will be done using fleets of automated and remote-controlled robots. When ships or mining platforms are positioned above an area of interest, resources will be brought to the surface through hydraulic suction or continuous bucket line systems.

The primary focus of these operations would be to obtain rare earth metals to be used as materials for a wide range of electronics and other high-tech

applications. If there are global shortages in 2040, these resources could be of the same strategic importance as oil and natural gas from earlier decades.

Another available, although the hazardous target of deep ocean mining, is methane hydrate. Methane hydrate is the largest natural gas resource on planet earth. Deposits for methane hydrate consist of concentrated methane trapped within crystals of frozen water. Japan, China, and the United States have already established the largest mining operations to mine for this energy source.

Fusion Power Could Become Commercially Available

The world's largest fusion-powered project known as the International Thermonuclear Experimental Reactor will become functional in the mid-2030s. It could produce a sustained output of 500 million watts which is comparable to the energy output of a typical power plant. The advantages of fusion power are inexpensive and abundant in nature, and the amount of long-term radioactive waste and greenhouse gases produced throughout fusion are minimal. Additionally, by 2040 a new experimental reactor called spark could be developed by MIT and a spinoff company called Commonwealth Fusion Systems.

The Very Large Hadron Collider Could Become Operational

By smashing particles together in high-energy collisions, it's possible to recreate the conditions in the universe's earliest moments. The higher the energy, the further time researchers can simulate, and more exotic interactions could be observed. The very large hadron collider will be the successor to the large hadron collider, and it could be built in the mid-2030s.

Its accelerated ring will be about 62 miles around, and it would run at seven times the energy of the large hadron collider. Its purpose is to vastly improve our knowledge about the Higgs boson particle, dark matter, dark energy, and strength theory.

In the long run, this new collider could help develop pickle technology which enables technological manipulation of matter in three orders of magnitude and smaller than nanotechnology.

The High Definition Space Telescope Could be Operational

By 2040 the high-definition space telescope would be designed to locate dozens of Earth-like planets in our solar interstellar neighborhood, just a small section of our milky way galaxy. The high-definition space telescope would be 100 times more sensitive than the Hubble telescope, and it would be equipped with an internal coronal graph. This disc blocks light from a central star in the solar system, which makes it dark and hard to see the planet more visible in that solar system.

It's also expected to take photos of the planets and moons in our solar system with spectacular resolution and detail.